

# ELECTRICAL MERCHANDISING WEEK

APRIL 4, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

DON'T BE A PESSIMIST

## Your Customers Are Ready To Buy Now

In the midst of a lot of gloomy talk about current business, the highly respected Survey Research Center releases its latest study which shows that consumers think now is a good time to buy—and they're most enthusiastic to buy appliances now. *see page 2*

## Spring's the Time to Dye

And appliance dealers can cash in on the housewife's annual spring cleaning spree if they remind their customers that today's modern, automatic washers make it easy to dye clothing and home furnishings right in the home. *see page 21*

## For Two Markets, Two Approaches

And the payoff is \$150,000 a year in stereo alone. Here's how Towne Television capitalizes on both the mass and the class market. *see page 24*

## The Japanese Land Again, And This Time It's TV

Does a \$70 black and white set worry you? How about a Japanese color set? They're both on the way—and there may be a lot more coming in the future. *see page 7*

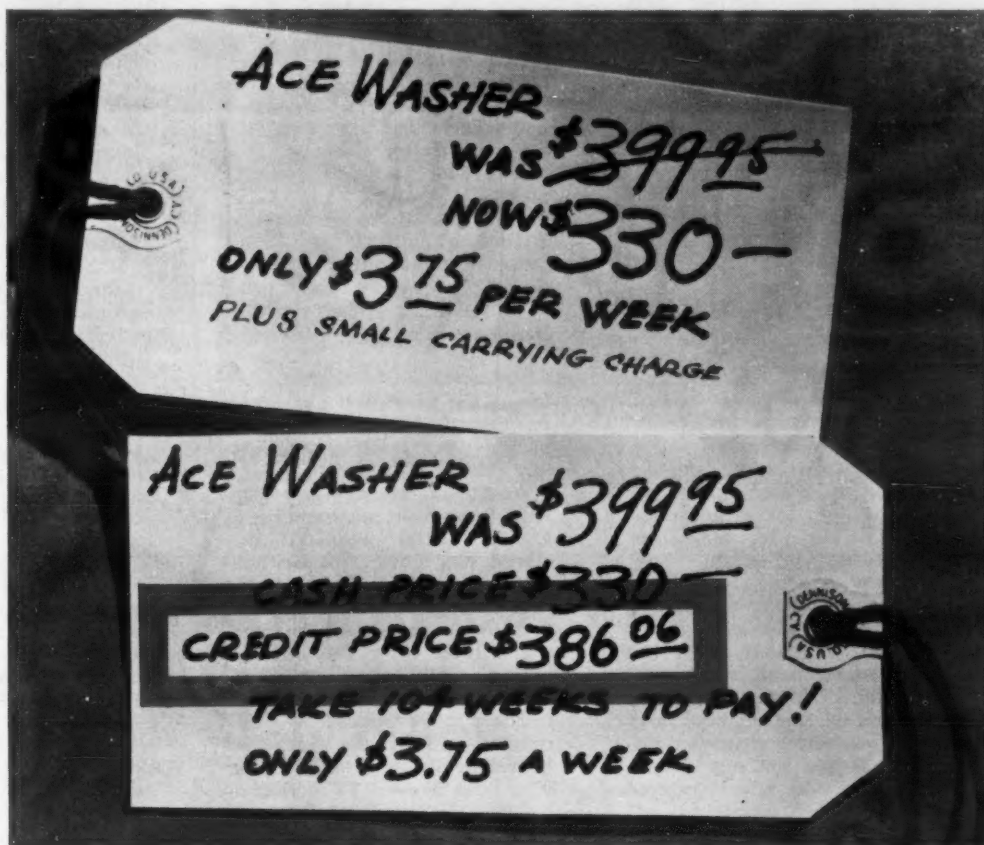
## NARDA's New Man Has Some New Ideas

And he'll tell the executive committee about them at this week's meeting in Indianapolis. Here's a preview of his ideas. *see page 7*

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The lower tag was the way one witness told a Congressional committee last week that price tags should look. The customer may gulp at the cost of credit. But if the bill is passed . . .

## Your Price Tags May Have To Tell More

A Congressional move to require full disclosure of all interest charges on consumer installment credit purchases is gaining momentum.

Most important of the proposals is a bill sponsored by Sen. Paul Douglas (D-Ill.) and a sizable number of other Democrats. It stands a good chance of being pushed through Congress in the closing weeks of the session.

Based on the conviction that most consumers simply are not being told what it costs them to buy on time, the bill would require that: (1) total finance charges and (2) simple annual interest rates must be shown in writing on any consumer credit transaction. As proposed, the Federal Reserve Board in Washington would handle the rules and regulations. But the Federal Reserve Board has been less than enthusiastic.

Hearings on this measure will resume this week and supporters hope to wind them up by the middle of April. They expect favorable committee action by the Senate Banking Committee and hope for a floor vote in the Senate in time to assure House passage.

Nor is the Douglas bill the only proposal for giving customers more information that has been heard in Washington. Hearings on the Douglas measure brought a number of other suggestions. Among them were:

A two-price ticket, like the one illustrated above, which would tell consumers not only the sales price of goods, but also the total "credit price," which would include the cost of interest or service charges added to the original sales price.

*Continued on page 42*

## REGIONAL ROUND-UP:

Sluggish and slushy are some of the milder comments dealers had for last week's business, as the weather dealt them a low blow.

**EAST . . . PITTSBURGH**—City merchants kicked off their annual Golden Triangle Assn. Spring Sale Days here last week. It was spring by the calendar.

The only splash made, however, was in the slush of the freshly snow-veneered streets. "Monday business was excellent," explained Joseph Feldman, GTA executive secretary, "but Tuesday morning everything went to pot."

It snowed in Pittsburgh on Tuesday—again. "That was the bitter end," said Feldman. And that's the story in local retailing—appliance sales specifically—since Feb. 14 when the snows came. "The weather is killing us," said a top executive of one of Pittsburgh's biggest department stores. "We've been hurt considerably," agrees an independent appliance dealer.

What it all amounts to is the thwarting of the traditional March pickup in appliance sales. Little promoting and advertising is being done. Distributors are feeling the pinch, too, so there's less money for advertising around.

Kelly and Cohen, major appliance and TV discounter in this area, is one of the few staunch promoters at present. It recently staged another of its two-for-one sales where buyers can get two of a number of name-brand appliances in any combination for one "low" price.

**MIDWEST . . . CHICAGO**—Spring, they were saying around town last week, is going to be a little late this year. Dealers throughout the Windy City were blaming the weather—Chicago had its coldest March in 89 years—for a month which could only be described as "awful." Even a warming trend which set in a few days ago wasn't helping very much.

Television, especially portables, was moving fairly well, but majors weren't moving at all, and as one North Side dealer put it, "Air conditioning is just dead."

"What am I doing?" echoed Les Wolfson of Irv Wolfson Co., "I'm shoveling snow. What else is there to do?" Wolfson Co., facing the worst first quarter in its history will try to climb back with a sixth anniversary sale.

And again the weather. "The only thing you can bank on is a little better weather," declared Ray Powers of Crittenton's Inc. "Things are slower than the devil now, if you want to know the truth. Oh, I'm moving a little color TV, but I'm giving them away so why shouldn't they move?"

There were one or two exceptions. Ted Schwartz of Schwartz Brothers for instance, who does a good TV and hi-fi business on the South Side. "It has been pretty good so far," he said, "as good as a year ago. When the snow hit, things

slowed down, but they picked right up again."

**SOUTH . . . BIRMINGHAM**—Dealers in Alabama's City of Steel came off a fair February only to bog down in a sluggish March. For most, the first quarter closely paralleled last year's, which was no ball of fire. In March, middle- to high-end laundry proved the best of a slow lot, while ranges and refrigerators sagged. At wholesale, TV was picking up and laundry slacking off.

Pre-season action in air conditioners was fairly good, as people responded to excise tax advertising. One strong room unit merchandiser had a rubber stamp made to order with a short buy-it-tax-free message which he was red-inking on post cards and statement envelopes with good results. By mid-March, he had hit 15% of his total 1959 air conditioner unit volume.

Alabama Power Co. stimulated Birmingham's tired sales blood with its March 24 announcement of a new wiring assistance program. The utility is footing what will amount to a \$3,250,000 bill over the next 12 months.

**WEST . . . SAN DIEGO**—Threat of aircraft plant layoffs has hit appliance business hard. March sales were down about 20% with all items affected.

Dealers feel decrease was

"psychological" and look for better sales in the spring. They hope the annual Spring Fair of Modern Home Ideas (April 22-27) will start upsurge. J. Clark Chamberlain, manager of sponsoring Bureau of Home Appliances, says parade of kitchens will be best displayed anywhere.

One bright spot: Dryer sales. A bureau promotion, which ended April 2, increased sales. A similar promotion is set for air conditioners. Dealers hope the promotions will offset hot discounter competition.

**SOUTHWEST . . . AUSTIN**—Television and stereo sets are hottest sales items, with traffic appliances doing least business. Twenty-one and 23-inch TV are better than a year ago, but there is practically no demand for color sets.

Winter illness and tax-paying time are blamed for some lag in large appliances. Air conditioners bought before the new federal tax are going strong, according to Calcasieu Lumber-Appliance Store, which says prices will go up 18% when the next tax is added. Built-in electric ranges and dishwashers are good sellers, too. Most dealers say business this year equals or surpasses that of a year ago, although Dan's, a large suburban discount store, says prospects are poor for improvement. Dan Stathos, owner, says stereos are "terrific" sellers.

### BUSINESS BRIEFS

● Within hours after Princess Margaret and Antony Armstrong-Jones are pronounced man and wife, televiewers will see the ceremony thanks to Frigidaire. The division of General Motors will sponsor NBC's coverage of the royal wedding in three telecasts, a background story April 21 and two telecasts May 6, the big day.

● Beware of thieves in actor's clothing, warns the Philadelphia Better Business Bureau. And although the words of caution are aimed at dealers in that city, they can apply to you. The thief: Man posing as a summer playhouse official. His story: It would be good publicity for you to loan appliances to his theater group for props; you'd get credit in the programs. But dealers who've fallen for this routine know there's no business in his kind of show business.

● Long-time manufacturer in the electric housewares end of things, Waring Products Corp. is jumping into the air purifier ring come mid-May. Its product: The Waring Filtronic, a two-model line. Other models will be added within a short time, according to J. P. McIlhenny, vice president. Prices: \$39.95 and \$49.95.

## People Think It's a Good Time To Buy Appliances, Survey Says

**Why? They're impressed by stable prices on most household items, according to a University of Michigan study**

Of all the favorable opinions about buying houses, automobiles and large household goods, the most enthusiastic were those about major appliances. Only a few consumers questioned by the University of Michigan's Survey Research Center in its continuing survey of consumer attitudes, thought it would be risky to put out money for majors now.

Prices are stable, the majority said. That's why we should buy now. Because if we don't, they're sure to go up.

This fear of inflation was widespread among persons surveyed. In fact, the proportion of those expecting rising prices was higher in only one postwar year, 1951, the worst period of the Korean War.

And it didn't seem to matter to people that their incomes might rise along with prices. About 70% of them said inflation is "to the bad"—for themselves as well as for the country.

Long-range prospects weren't much brighter, according to the survey. About half the people expected prices to rise over the next five years.

A feeling of optimism about the business outlook, though, outweighed worries over inflation. "We'll have good times during the next 12 months," 75% of the people answered. And that proportion equals the percentage of "good times" answers in August, 1956, the previous record year.

As for personal finances, 34% of the people questioned felt they'd be "better off" a year from now, only one percentage point lower than the optimistic predictions of May and June, 1959.

Breaking down the answers into income groups, the attitudes of lower and middle income groups improved between November, 1959, and February, 1960, to a greater extent than those of upper income people.

This finding suggests a warning, the survey concluded: Since upper income people spend the largest amounts on durable goods, you should be cautious about appraising the general optimistic attitudes.

### THIS WEEK'S COLOR TV

**MONDAY (All Time E.S.T.)**

**6:30 A.M.** (NBC) Continental Classroom (Monday-Friday)  
**11 A.M.** (NBC) The Price Is Right (Monday-Friday)  
**12:30 P.M.** (NBC) It Could Be You (Monday-Friday)

**TUESDAY**

**8:30 P.M.** (NBC) Ford Startime  
**9:30 P.M.** (NBC) Arthur Murray

**WEDNESDAY**

**8:30 P.M.** (NBC) The Price Is Right  
**9 P.M.** (NBC) Perry Como

**THURSDAY**

**9:30 P.M.** (NBC) Tennessee Ernie Ford Show

**FRIDAY**

**8:30 P.M.** (NBC) Art Carney

**SATURDAY**

**10 A.M.** (NBC) Howdy Doody  
**10:30 A.M.** (NBC) Ruff & Reddy  
**7:30 P.M.** (NBC) Bonanza

**SUNDAY**

**11 A.M.** (NBC) Palm Sunday Service  
**2 P.M.** (NBC) N.B.C. Opera Co.  
**6:30 P.M.** (NBC) The Cradle Song starring Helen Hayes  
**8 P.M.** (NBC) American Heritage  
**9 P.M.** (NBC) Dinah Shore



## In Chicago, A True Blue Coup: Something New in Advertising

In this promoting industry, a real ad first is hard to come by. But surely there was one in the Windy City last week

The gimmick? "Factory open time discounts." The advertiser: deForrest TV, a manufacturing-retailing brown goods specialist.

Called "the greatest economy in all TV" in a full-page explanatory ad, the factory open time discount is apparently tailored for customers who can wait.

The ad explains the deal this way: "Have you ever wondered about empty seats on a train, airplane, bus or in a theater? Just suppose there were people standing by ready to go in for half price after all the regular seats were sold. Of course, people aren't very willing to do this, but when it comes to a new TV, most people have one to trade (meaning they can afford to wait) when it is getting on its last legs. So if this TV fan places a standby order with deForrest, we put it in direct priority line at the factory to fill in any day there is an empty space. And what a saving! Delivery

usually takes only 10 days . . ."

The ad went on to explain that "human nature" waits until the old TV breaks down and the need is immediate. Then "no sacrifice is too great" for quick delivery. Thus, deForrest's retail stock and price will always be on hand for those who demand this luxury and convenience.

A special box pointed out that the factory open time saving covers all models, finishes and features. Then the text wound up "You will find deForrest retail stock prices are the best prices in all TV and stereo, but factory open time is pure plunder."

There were nine items in the ad, three combination stereo-TV units, three hi-fi-TV combos, two 21-in. consoles and a two-piece stereo-TV combo. Prices looked like this: Retail stock price \$339, open time price \$229; retail stock price \$429, open time price \$279; retail stock price \$319, open time price \$119.

Quite a gimmick. But exactly how it can be adapted by retailers who do not manufacture their own sets and sell them under their own names is not clear.



### Admiral Gets the First—and Last—Laugh

LAS VEGAS MAYOR Oran K. Gragson, center, chuckles along with Carl E. Lantz, left, Admiral Sales Corp. president, and Jesse Goodman, of the Riviera Hotel. The joke? Some 2,000 Admiral dealers will visit Las Vegas in June for a business-holiday. The punchline? Mayor Gragson is an Admiral dealer.

## California-Bound—But No Bust

It's a train full of General Electric appliances and TV sets, going to some 200 dealers throughout the Southern California area

This is the third year G-E has thrown its month-long trainload retail promotion in the sun-soaked state. In the eyes of the G-E men, it should bring a "considerable" increase in retail sales.

During February, a Santa Fe "Golden 60 Special" streamliner whisked from Los Angeles to Pasadena, Full-

erton, San Bernardino and San Diego. Dealers were invited aboard for a quick look-see at the "Golden Values" before the public got a glimpse.

They must have liked what they saw because around the first of March trains with more than 300 cars left Appliance Park, Louisville, bound for the West Coast. Southern California's share: A 140-car trainload of around 12,000 majors and TV sets, valued at over \$3.5 million.

Why this time of year? California

dealers let their inventories run low in January and February, in anticipation of inventory tax assessment day, the first Monday in March. Local G-E distributors, hot to hop into this inventory void, make big volume purchases, and dealers take them off their hands at bargain prices. (They save because of quantity purchase discounts and also freight cost cuts.)

"Golden Value Trainload Sale" advertising hit local newspapers and radio waves March 18. Plans are to keep it going for at least 30 days.



THREE "ENGINEERS" on the "G-E Golden Value Train" are actually three golden-covered G-E men: Ben Kroil, advertising manager; Fred Curle, manager of dealer sales; and William B. Frogue, district manager.

### Chicago: EEI Sales Meeting Begins Today

But the crux of the group's 26th Annual Sales Conference at the Edgewater Beach Hotel will begin tomorrow with the general session program.

Tuesday morning listeners, more than 1,000 top-level sales executives of the electric power industry, will hear Allen S. King, EEI president and president of the Northern States Power Co., discuss the "State of Industry."

Later in the day other industry experts will air their views on "Relationship of Sales to Other Departments," the LBE program and "Advertising and Motivation Research."

Wednesday's general session has as its theme the "all-electric concept." Among the speakers are C. M. Wallace Jr., vice president, Georgia Power Co.; and Fred J. Borch, vice president and group executive of consumer products, General Electric Co.

### 'Carnival of Values'

That's the Hotpoint promotion for the next three months. And the company figures no carnival would be complete without pitchmen. So thousands of dealer salesmen across the country will play the old-fashioned fast-talking carnival barker, handing out cotton candy, giant lollipops and peanuts to the kids while trying to sell Mom and Dad major appliances.

This is just one of the gimmicks Hotpoint has dreamed up for the 90-day promotion. In a booklet mailed to dealers, Hotpoint promotion specialists outlined 12 plans of action.

Their suggestions run from passing out boxes of animal crackers to all children accompanied by their parents to using an elephant as a traveling display.

### It Started 46 Years Ago . . .

That's when Havens Electric Co. of Albany, N. Y., became the first appliance distributor to order a carload of Hotpoint appliances for its dealers. Havens this year set another first. Only this time it was in the form of an award, which went to L. R. Perlee, Havens' president, and Cliff Chisholm, sales manager, for finishing on top in a national Hotpoint distribution achievement competition.

### Sell Four Clocks, Get One

That's the deal General Electric's Clock and Timer Department is offering retail salesmen.

The occasion: Introduction of the first miniature Snooz-Alarm clock. Called the "Cue-ette," the tiny timepiece comes in four models: plain dial at suggested retail of \$4.98; repeat alarm, \$5.98; lighted dial, \$6.98; both repeat alarm and lighted dial, \$7.98. To get a Cue-ette with lighted dial, you have to sell one of each of the four models.



AUCTION STARTS at Jack Lalley's Ionia, Mich., appliance store with a few traffic items to break the ice and get customers used to bidding. Then dealer Lalley steps in to point out features of this Gibson two-door refrigerator and the auctioneer starts bidding again. This model sold for \$300 without trade.



AFTER FINAL BID has been made, Lalley moves in quickly to close the sale. Here in his back office, he makes arrangements for payments and financing—if necessary—with two customers who were sold during the auction.

## Auction Sale Sells 46 Majors

For some time Jack Lalley had been intrigued by the way people bought at auction. Often, the Ionia, Mich., dealer decided, people purchased items when they had no intention of buying.

So, Lalley decided to run an auction of his own in downtown Ionia. He hired an auctioneer at \$25 a day for the weekend event (Friday and Saturday) and stepped up his publicity, running 100 radio spots in five days and quarter-page newspaper ads all week.

Before the sale began, Lalley moved crated Gibson merchandise onto the sidewalk in front of his L&D Appliance Store and put up large red signs proclaiming "Auction Today."

And when the first of three Friday sessions began, he had hundreds of people crowding into the store.

By Friday evening Lalley had to turn people away.

On Saturday, the same thing happened: Customers wound up standing outside waiting to get in.

The final results stunned Lalley. In two days, he had sold 46 pieces of Gibson merchandise. Profit on the 41 refrigerators, four freezers and one air conditioner averaged \$60 per unit, according to Lalley, who had started his sales by auctioning traffic items at "break even" prices.

And Lalley found an additional bonus.

"Many of the people attending the auction did not bid," he explained, "but asked that I call them the following week to talk about their appliance needs. It will take me weeks to follow up all the leads I got during the sale."

## AHLMA Hoped for 200, But 300 Came to 'Dinner'

And the feast served up by the American Home Laundry Manufacturers Assn. was a day-long symposium aimed at engineers

The industry's engineers heard speakers ranging from Whirlpool Board Chairman Elisha "Bud" Gray, to Bill Farrell of Underwriters Laboratories, to Jay Doblin of Illinois Institute of Technology's famed Institute of Design.

"Call this the answer to a ground swell feeling among engineers that they wanted to talk about problems at their level," explained D. W. Lynch of General Electric, conference chairman. "They were talking our language today," a Westinghouse technician nodded enthusiastically. "Let's do it again."

It wasn't all sweetness and light at the Chicago conference. The engineers had their knuckles rapped a few times (designer Doblin pegged home laundry equipment as "monolithic," accused the industry of "worrying about machines and not about environment"). And they heard some less-than-cheering words about foreign competition ("I should start my talk with a joke, but this isn't a very jovial topic," said James E. Stover of G-E International).

And there was plenty of in-fighting among the speakers, especially during the four-man panel on plastics. Discussing failures of plastic parts, Owen Skelton of Modern Plastics Corp. snapped, "We would like to recommend material manufacturers use a little more responsibility in recommending a new product before it has really been tried out." Hardest task of all fell to Farrell who tried to soothe the rift between Underwriters Laboratories and the industry. "We're undertaking a special investigation of all thermoplastic material," Farrell explained. "How soon will the current UL plastic ground rules be put into effect?" a questioner asked. "Just as soon as we all understand each other's problems," Farrell replied.

The keynote speaker was Gray, talking in defense of "planned obsolescence" to the luncheon session. "An engineer's principal purpose, as an engineer, is to create obsolescence," he said. "Any attempts by various people to toady up to the public by saying they are against planned obsolescence is so much commercial demagoguery."

Explaining his criterion for model changes, he said, "A true product improvement should be so structured that it can be demonstrably proven to the customer. And I think it should be marketed as a new model as fast as it can safely be done. If any one of you thinks that will result in new models three or four times a year, I say I'll take that chance."

"If you can come through with new and real product improvements often enough so that the resulting new models will provide a sense of freshness on the sales floor and in the salesman's mind, then we have

the perfect combination. Then we have a solid, valid reason for a model change without resorting to more commercial and superficial motivations."

Speakers touched on four aspects of the future—laundry aids, foreign competition, fabrics and design—and most played it half-straight, half facetiously. Al Emanuel, Philco's laundry merchandise manager, for instance, saw the washer of the future as a Univac-like device complete with computer spectrographic analyzer, and a great, red "tilt" button. "I understand we can sell this device for only \$2,900," he quipped. In a more serious vein he told the conference, "The best solution would be to have the automatic laundry itself determine... its own requirements, but at this instant, the housewife is still the best dispenser of washing compounds and laundry aids."

Scanning his slice of the future, Stover saw little danger of European home laundry manufacturers making serious inroads in our markets within the next five to eight years, and for a number of reasons: Foreign units are too small, offer fewer time-saving features and are rarely automatic or even semi-automatic.

What Stover did see, though, were foreign manufacturers taking over our traditional markets in South America, Africa and Asia. "We aren't building to match each country's electric current (foreign current varies from 100 to 260 volts) and that's where they're beating us."

Chiding the engineers was P. J. Fynn, director of J. C. Penney company's research laboratory. The home laundry industry's preoccupation with synthetic fabrics (wash and wear, etc.) was a case of "the tail wagging the dog," he warned.

"The synthetics have only 7% of the market now," he continued, "and their per cent gain over the next 10 years will be even less. I think you all got carried away by the drum-beating the synthetics people did when they were first trying to break into the market." Fynn said that cotton still is king in the textile field, followed by wool, rayon and then synthetics. What Fynn did see was more washable items, but nothing approaching "wash and wear."

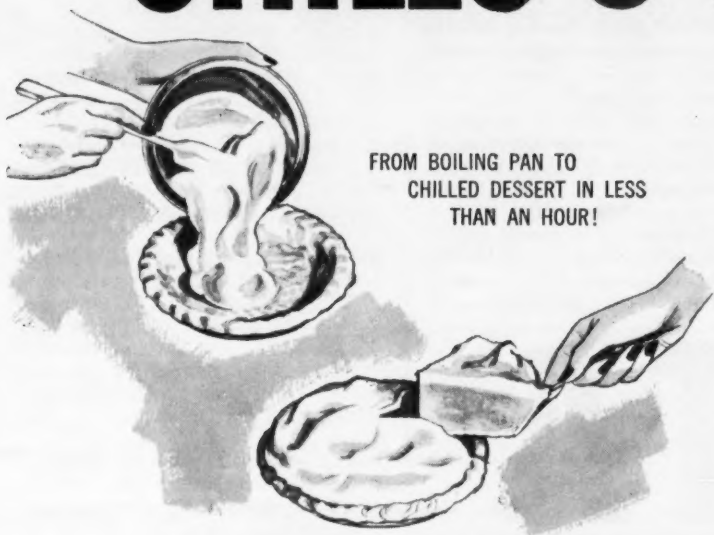
Everything built in was the way Doblin sees it, plus a trend toward simpler, more elegant products. "The house is changing," he explained, "people don't want that monolithic piece of equipment. It's time you began worrying about the environment the machine is going into."

"Everyone knows the backslash is the only really important part of a washing machine and that big, fat knob on the backslash has become your significant symbol. Well, I hate to see our competitive futures tied securely to that bit of nonsense." Discussing pricing of home laundry requirement, he told the engineers, "Forget about the price. Just make a servicable product."



EXCLUSIVE JET-COLD\* SHELF

# CHILLS 3 TIMES FASTER



...another powerful sales feature of every  
RCA WHIRLPOOL No-Frost refrigerator-freezer

No more waiting for "slow-motion" cold! This exclusive Jet-Cold Shelf chills foods and beverages up to three times faster than ordinary refrigerator shelves . . . without freezing. Special cold air ducts inside shelf do the chilling three ways . . . by conduction, radiation and convection. Here's an exclusive feature that women really love. Equally important are . . . clean, No-Frost refrigeration, Air Purifying System, IceMagic® automatic ice maker, Million-Magnet\* door, and many more powerful features to help you sell this great line faster. Get the complete story from your RCA WHIRLPOOL distributor.

\*Tmk.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

GM-15BCM



## WORLD APPLIANCE NEWS

- Japanese government takes a "realistic" look at floor prices on transistor and transistor radio exports.
- Visitors to Japan's Electronics Parts Show get the dope on baffled tweeters, miniature models.
- RCA lends its name, experience and money to Italian government project for setting up electronics manufacturing complex.

**AMSTERDAM (McGraw-Hill World News)**—A Dutch manufacturer has found a way to cut interference in high-frequency TV, radio and short-wave receivers in motor vehicles. The gimmick is an ignition cable that reduces the disturbing effect usually caused in a vehicle's ignition system. (A current flows each time a spark is discharged.) DRAKA's new "anti-

interference" cable has a non-metallic core of semi-conductive material, insulated by a layer of vulcanized high-tension rubber.

**BONN**—Brown, Boveri and Cie, in Mannheim, one of Germany's leading electrical manufacturers, has gone into the washing machine business by buying an interest in Ron-do-Werke, a medium-sized company

specializing in washers. BBC made the purchase through its subsidiary Roemmler Vertriebs-GmbH. During the last few years, the parent company has expanded its electrical appliance program. Now, in addition to washers, it makes refrigerators, electric ranges and a number of small kitchen appliances.

**LONDON**—Figures flowing out of British trade association offices show Britishers have been buying in hot-and-cold spurts. Phonograph records are hot after a slump in 1959. January manufacturer sales: Nearly \$4 million. TV manufacturer shipments were cold, though. Only 140,000 in January, a drop of 27% over the previous January figure. Radio receivers were up, at 111,000 units for January. And so were radio-phonographs, at 16,000 units.

**TOKYO**—The Ministry for the International Trade Industry (MITI) has lowered the export floor price on six-transistor radios to \$11 a unit, effective April 1. The floor price issue has been a hot one since fall because prevailing practice has been for Japanese exporters as well as manufacturers to undersell the old floor price of \$14 a unit.

MITI's decision came in a government move to maneuver smoothly out of the touchy situation with the U. S. over Japanese exports of transistors and transistor radios.

Japanese manufacturers and exporters go along with MITI on the floor price move. But they're against another suggestion: A quota system.

**TOKYO**—Japan's Electronics Industry Assn. said December production of TV sets increased 14% over November to 320,320, and radio 10% to 1,111,103. The group expected January sales figures to be even higher as inventories in both categories are hitting lows.

**TOKYO**—Japan's Electronics Parts Show, in Osaka, featured a number of new things in the consumer products industry. Hi-fi and stereo attracted the most attention, with color TV still a curiosity.

Japanese designers lick the problem of baffled tweeters with an ultra-modern case in which the speaker or tweeter is not baffled by cloth or other screen but is part of the planned set topography.

Still very big: Miniature sets of all kinds. Tape recorders about 12x8 inches and small TV sets were on display at the show. And another trend: Increasing effort by Japanese manufacturers to make components for entertainment products according to Western standards so that exported gear can be easily maintained.

**VIETNAM**—Two local companies are doing assembly work on radio receivers for two foreign manufacturers—of different nationalities. Sound complicated? It's all because of a government ban on electronics imports—except for parts. Landis Brothers is assembling table-model radios for RCA, and the Vietnam Development Corp. is putting together portable transistors for Japan's Sony Corp.

**ITALY**—RCA International, Ltd., will direct an international development program that will set up an electronics manufacturing complex in up-to-now undeveloped southern Italy. Initial investment in the project: \$25 million. The program comes under the auspices of the Istituto per la Ricostruzione Industriale, an agency comparable to the former Reconstruction Finance Corp. in the U. S.

Purposes of the program, scheduled to get under way immediately, are: 1) to expand Italy's electronics business in the new European Common Market; 2) to help industrialize the agricultural "Mezzogiorno" section of Italy; 3) to encourage private investors, both internal and foreign, to put their capital in Italian manufacturing.

**VIENNA**—Austria's electric appliance industry in 1959 increased overall production by 10%, according to an industry trade association. But household appliance production, geared to demand, was "unexpectedly low." (No figures were given.)

19th in a series  
of weekly Gibson  
messages to  
all appliance  
dealers

# WHAT A WONDERFUL WAY TO FLY!

## HEAD FOR HAWAII WITH GIBSON IN SEPTEMBER, BY GIANT PAN AM INTERCONTINENTAL JET!

**Flying high, wide and handsome!** Pan American Airways has just christened its newest, biggest, fastest, most luxurious Intercontinental 707 the *Jet Clipper Gibson*—and they're readying it just for you! It's like a private club of the skies! Accommodations for 147 passengers in matchless comfort... specially trained cabin crews to see to your every need... and the wonderful knowledge that you're flying with the world's most experienced airline.

**Talk about speed!** Typical schedules developed by Pan Am and Gibson travel specialists call for breakfast in Chicago and luncheon on the world-famed beach at Waikiki! If you've never taken a Gibson trip, you don't know what it means to be cared for, every step of the way! No luggage, transportation, hotel or tipping problems to worry about—leave it all to world-traveled Gibson. Be our guest means be our guest—for every qualified Gibson Dealer! Too late to qualify? Not on your life! Right now, let your Distributor show you how easy it is to go places with Gibson!



### Painless Profit Training:

Without stealing a moment of fun, Gibson's Waikiki College of Profit will offer you valuable product and promotion training.

You'll come home happy, rested and ready to go—armed with the very latest ideas on how to make more money with Gibson!



Gibson Officials inspect Clipper Gibson. Taking nothing for granted, top Gibson officials make detailed inspection of Jet Clipper Gibson, following christening ceremony—all for your comfort and enjoyment.



WANT TO HEAD FOR HAWAII BY JET IN '60?

**get going...get**

# Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan



## Hi-Fi in Arena? Thumbs Down

The Institute of High Fidelity Manufacturers, Inc. apparently is through with arena-type shows.

After last fall's high fidelity show in New York, some component manufacturers began to grumble. Were the shows worth the costs? Maybe the money should be spent on promotions at dealer level.

Then there was the difficulty involved in conducting the shows in huge arenas. Sound separation was hard to achieve in those huge buildings. And there was the expense.

"There were many problems in the arena-type show," admitted Abraham Schwartzman, executive secretary of IHFM. "That's something I won't try to defend. It wasn't working."

"So we've gone back to where we were, in terms of the physical setup."

This year's show will run Sept. 6-11 in the New York Trade Center. Here, Schwartzman maintains, manufacturers will be able to get effective separation of sound.

Schwartzman doesn't believe this type of show is finished. "What we're trying to do," he explained, "is expose people to the whole philosophy of components. Of course, manufacturers are interested in selling, but a great deal can be accomplished by a large showing."

"It's a manufacturers show, but you want to avoid giving it too much the look of the market place. You want to show where components fit in the home."

Another part of Schwartzman's plan includes "big name talent" giving special shows at specified times. The purpose here, claims Schwartzman, is to sell music which in turn will sell components.

## What Is in NARDA's Future? New Director Has Ideas

When the executive committee of the National Appliance Radio TV Dealers Assn. meets Wednesday in Indianapolis...

... it will be the beginning of NARDA's efforts under the new professional managership of Gail K. Pinkstaff, who took over the executive director's job in January.

Indianapolis will not, of course, be the first time the executive committee has talked to Pinkstaff. Besides an unprecedented-for-NARDA hiring procedure, the committee has had at least one national-level, unofficial briefing session and, of course, numerous individual contacts, both in person and by phone, with its new employee. In Indianapolis, however, it's "for the record." Pinkstaff will be going in with his estimate of the situation and with his ideas for improvement and, it may be presumed, extension of NARDA's value and its influence.

In an exclusive interview with Pinkstaff, EM Week learned something about what's going to happen—not much in detail, for NARDA's new director plays his cards to his vest. He is talkative, indeed voluble, on the subject of basic approaches. Obviously, Pinkstaff has taken a long, hard look at NARDA.

He backed that long, hard look with 8½ years of association work, all of it with the Master Photo Dealers and Finishers Assn. He also applied retail interest and experience gained since 1937 when he started out in business as a camera salesman. Among his qualifications, he lists organizing and supervisory experience with 19 national, Canadian and regional trade shows over an eight-year period. (On the



GAIL PINKSTAFF... he is ready.

personal side, Pinkstaff is 44, married for 23 years to his college sweetheart, has two daughters, age 13 and 18, and is making his home in Evanston, the closest-in North Shore suburb of Chicago.)

**Here's how Pinkstaff views NARDA's needs:** There are three basics—organizational structure, projects and communications. "The organization, of course, is merely the best means with the money available to get the other jobs done," Pinkstaff says, dismissing the topic as a technical chore. "Projects and communications are the important things."

**For appliance dealers,** NARDA's projects must fall in one of these categories, Pinkstaff feels: Advertising and promotion, which is "how to get 'em into the store;" merchandising, which is "selling 'em once they're in the door;" management, which is operating at a profit; and

industry and governmental liaison, a project with both long- and short-term goals."

"At the moment," Pinkstaff points out, listing such activities as the School of Management, the cost of doing business survey and the recent service schools, "NARDA's projects lean pretty heavily toward management, perhaps reflecting the profit squeeze of the past 10 years." However, Pinkstaff obviously believes that for both widest appeal and effectiveness, the project program needs to be rounded out.

**Under communication,** (when he discusses this, his eyes gleam) Pinkstaff list conventions and trade shows, the NARDA News, letters, meetings, membership campaigns and an editorial service bureau. It is these areas that NARDA's new executive director sees as particularly fertile fields.

More generally, Pinkstaff views his assignment as a pretty tough one. "Apalling" is his word for conditions in the industry, and he makes the point that the camera business was no sinecure. He feels that NARDA at the moment finds its greatest appeal among dealers who want to service what they sell.

**At Wednesday's meeting,** the executive committee will see this thinking translated into recommendations. Precisely what is going to happen and when remains unannounced. But it is sure that Pinkstaff's ideas will get a fair shake. They will come as no surprise to the committee, except perhaps in detail. It's a question of what they want to do first. "And it's up to them," Pinkstaff observes, holding his cards out of sight but definitely in the game.



### What's This Pot of Gold Worth?

FOR BON MARCHE, Spokane, this golden grab bag, held by Don Culbert, meant a week's major appliance volume that was 300% better than the same week last year. The angle: Customers dug into the pot and grabbed as much dough as they could hold—palms down. Then Bon Marche credited that sum toward the purchase of any appliance costing \$150 or up. Average "grab": \$12.50.

## Japanese Television on the Way: Color, 4 Regular Sizes, Portables

The rising tide of imported Japanese radio and television products promised this week to sweep to new heights.

With the lobbies of big Tokyo hotels looking like a convention of American electronics people, another wave of imports was obviously going to roll across the Pacific and sweep into the American market. And an important part of the new products could be color television sets. Certainly all the guide posts were there.

**Delmonico International** division of Thompson Starrett Co., Inc., whose contract with Sony Corp. was suddenly terminated in February, has just signed with the Victor Co. of Japan Ltd. for a full line of products.

**The Sampson Co. of Chicago,** national distributors of Hitachi transistor radios and receiving tubes, is planning to import a 21-inch color TV set produced by the Japanese manufacturer.

The Star Lite Merchandise Co. of New York is planning to import 7½-inch Japanese TV sets in

quantity. The importer's projected price: \$47.50.

And Sony, Toshiba and Matsushita all have been licensed to use RCA's color picture tube patents. Sony is completing plans to introduce an eight-inch transistorized portable.

Before Delmonico is finished, the company will have 17-, 19-, 21- and 23-inch sets ready for exclusive distribution under its own brand in the U. S. and Canada. The sets will be black and white as well as color (21-inch), transistorized as well as vacuum tube.

**Delmonico expects initial shipments** to reach the U.S. "well in advance of peak seasonal demands in the closing half year." And there will be a complete showing of imported specialties in the Chicago Parts Show late in May. Prices? The company says they'll be "competitive."

Sampson Co.'s prospects are a bit uncertain at this time however. The company has a group of representatives in Japan, but Hitachi says its color set is far from commercial production.



# Frigidaire: New Teeth in Old Saws

There were 15 of them, every one a competent, hard-boiled metropolitan appliance salesman. For four hours they sat talking about people—their own and their customers.

The place was the Frigidaire factory branch in Chicago; the occasion was the first meeting of Frigidaire's human-centered selling course; the men were top-notchers from Polk Brothers.

Painfully clean-shaven to a man,

just three of the 15 were even remotely in need of a haircut. The norm was the business-type. It looked like a middle management skull session in a big corporation.

It would be difficult to figure a better choice of men for a course like Frigidaire's human-centered selling session. There was a wealth of experience in the room, plus a sizable volume of business, plus enough interest to give the course a whirl.

Of course, Polk Brothers does everything in a hurry, and these men were scheduled for just three sessions of four hours each out of the 40-odd the course is supposed to take.

Frigidaire has been working at the course for over a year. Actual preparation and research was done by Henry Strauss and Co. of New York, little-known and tophole specialists at such courses for big-name outfits. Frigidaire won't talk about the cost. A look at a session will tell you it wasn't cheap.

What Frigidaire chooses to call the human-centered approach, an approach they say works on and for everybody, takes always into account the customer as a person—his importance to himself, the importance of his needs, his specialness. This approach takes product knowledge for granted, uses it judiciously according to the individual customer's requirements. In the course, from their own experience, and from a movie depicting the problems of an appliance salesman, the salesmen are expected to and do analyze and re-analyze minute reactions, hidden motivations, reasons for everything that happens while a salesman talks to a customer.



INSTRUCTOR goes by the book.

## Kitchen Class: The Essentials

The fourth annual training school for kitchen specialists sponsored by the National Institute of Wood Kitchen Cabinets drew an even 100 students to Chicago last week. They cost their employers about \$250 each for the trip, they came from 27 states, and this year, some 42 of them were management-level people in their own businesses.

This year's school was streamlined, but not in terms of study hours. Over the first three schools, NIWKC has gradually learned what's needed and wanted and has rigorously trimmed the schedule. "We dropped what you might call the fringe stuff," the NIWKC man said, "like contracts and telephone use, and we're sticking to peddling."

More appliance dealers and lumber dealers than ever showed up this year. And there is evidence that distributors are going home to give their own schools. Integrity Supply of Columbus, Ohio, had a school for 35 dealers following attendance at the NIWKC school.

NIWKC is encouraging this, mainly because of the costs. "We are gradually approaching a break-even point, which we think is 120 students," NIWKC says. "Last year, the school cost the institute \$30 per student. The first year, it was \$100."

## Westinghouse Blows Works on Vacuum

The campaign opens April 17. And for a two-month period Westinghouse will spend a million dollars to spread the news about its new canister-type vacuum cleaner and to promote the buffet fry-pan.

The new "Spinjet" vacuum cleaner is the revolving brush type with a suggested retail price that's supposed to be lower than any model other manufacturers might have.

When the blitz starts, Westinghouse will have sales executives from Mansfield, Ohio, plus the regular field force calling on 10 dealers a day for 12 straight days.

The salesman job will not be order taking, but rapidly covering each dealer on the products and promotions for the Mothers' Day selling period.

Distributor salesmen will follow up to take orders.



TOP SALESMEN from Polk Bros. are eager to hear what Frigidaire has to say.

# Norge Has a Plan—a Stock Plan

That was the "major policy announcement" promised dealers who tuned in the company's 90-minute, coast-to-coast, closed-circuit telecast last week.

Here's how the stock-sharing program will work:

Dealers will get one share of Borg-Warner common stock (\$5 par value) for every \$2,000 worth of Norge products they buy, above their quota, during the next three months.

Each dealer's quota is 75% of his actual dollar purchases of Norge products during April, May and June of 1959, with a minimum quota of \$2,500. Dealers added after the second quarter of 1959 were assigned quotas equal to 75% of actual purchases during any three-month period of this year or last.

Dealers who watched Norge's program over the TelePrompTer network went home with gold-embossed "Norge-Borg-Warner stock plan" certificates, which promised them the shares of stock they will earn as soon as possible after the program closes June 30.

"Now in addition to your other investments," the certificate reads, "you will be sharing in the progress which we expect Norge and Borg-Warner Corp. to make."

The program wasn't all Wall-Street-slanted, though. There were plenty of new products—and new merchandising ideas. First, the new line was flashed across the big screen to dealers in 75 cities. Then each dealer had a chance to see the Norge line "in the flesh."

Norge put its greatest emphasis on what it called "the stars of the

show"—a refrigerator, a freezer, a pair of ranges and three pieces of home laundry equipment. "These are our profit-plan specials," distributors told their dealers. "Plenty of features at a nice price."

The "profit plan" refrigerator, for example, is a 12-cubic-foot model with a 63-pound freezer chest and automatic defrosting in the refrigerator section. Suggested retail price is \$248.88. The freezer, tagged as "priced to promote," is a nine-cubic-foot.

The ranges—30-inch and 36-inch models in both gas and electric—offer some higher-end features (electric clock, 60-minute timer and slide-out speed broiler) at lower-end price tags—about \$168 suggested for the electrics.

Biggest bargains appeared to be in home laundry equipment. The "Viking 88" package, billed as "the lowest priced, completely automatic laundry pair . . ." includes a 10-pound capacity, two-cycle washer for \$188.88 and a matching four-way dryer for \$129.

Norge's "Norseman 60" wringer washer features a 10-pound capacity tub plus a lint filter agitator. For spring promoting, dealers will be offering a 28-piece barbecue picnic set free with the wringer washer.

Norge's "Never-D-Frost" feature available in refrigerator sections only last year, appeared in the freezer compartments of two new boxes—the 14- and 15-cubic-foot models. Six more boxes will have "Never-D-Frost" in their refrigerator sections only. And some higher-end models will offer Norge's "million dollar" automatic ice maker.

Built-ins will also be big with Norge this year. The dealers saw three built-in ovens, in gas and

electric, plus four electric and six gas surface units.

There's a merchandising idea for just about every Norge product. For example, customers can buy the copper-tone range with vertical broiler and get a 17-piece aluminum cookware set for another penny. And Hagger Slacks will help promote Norge combos with a "Hagger Sweepstakes," giving away 50 Norge combos as prizes. Some two million Hagger slacks will carry hang-tags promoting the contest—and Norge combos as well. More than 5,000 clothing stores will display Norge combos in their windows.

And all of this will be backed up with plenty of national and local advertising—magazines, newspapers, billboard, TV.

That was the selling half of the telecast. But the real selling came after the screen darkened. Distributors had been promised they would sell more Norge products on that one day than on any other day in their lives. As soon as the lights went on, distributor people picked up the ball. "We have arranged for individual discussion areas for you and our representatives . . . Pricing features will be explained and your individual pricing and marketing strategy recommendations are also ready for your consideration . . ."

One dealer at the Chicago meeting spent a few minutes with his distributor rep, then walked away muttering, "Well, I guess I just bought myself some Borg-Warner stock."

How much the distributors sold on telecast day, Norge wasn't ready to say. But no one seemed disappointed. And Norge officials appeared pleased with their \$450,000 telecast.



# Inside and Out...

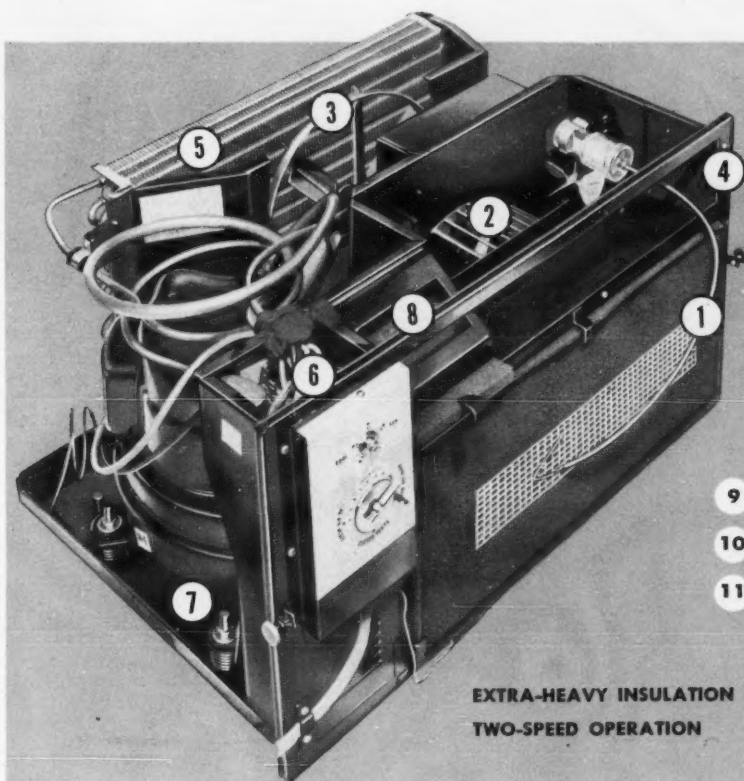
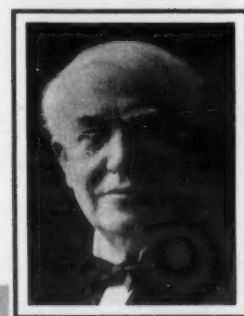
## Quality Engineering Backs

## The Tremendous

## Buyer Confidence In

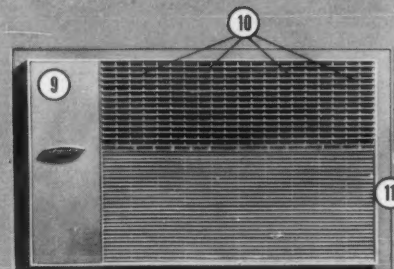
# Thomas A Edison

## ROOM AIR CONDITIONERS



- 1 EXCLUSIVE LECTROFILTER® WITH GERMICIDAL FILTER ELEMENT
- 2 CUSTOM-ENGINEERED DIE CAST BLOWER
- 3 ONE-PIECE CONDENSER FAN AND SLINGER RING
- 4 ALL-WELDED CHASSIS FRAME
- 5 MULTI-ROW EVAPORATOR AND CONDENSER COILS
- 6 WEATHER-PROTECTED COLOR-CODED CIRCUITS
- 7 PROTECTIVE BASE PAN COATING
- 8 FRESH AIR INTAKE—ROOM AIR EXHAUST (separate filter for fresh air)

- 9 CONCEALED CONTROLS
- 10 4 ROTARY NO-DRAFT GRILLES
- 11 EXCLUSIVE PERMALIFE FINISH



EXTRA-HEAVY INSULATION  
TWO-SPEED OPERATION

POSITIVE CAM ACTION DAMPER CONTROL for Fresh air and Exhaust air  
65-WATT HEATER IN BASE PAN (of larger models to prevent cabinet sweating)

FLUSH MOUNT  
SLIDE-OUT CHASSIS

**QUALITY IS BUILT IN** Thomas A. Edison Room Air Conditioners—not just “inspected in”.

They deliver the kind of performance your customers associate with this great name. From the drafting board through manufacture and final testing, every unit is engineered and built to give quieter, more economical operation and more years of trouble-free service.

As a result, you can sell them with complete confidence . . . and with

fewer callbacks and “adjustments” that eat into your profits.

Yet, they are priced to be fully competitive with other makes. For example, the Imperial Series with genuine electrostatic filter, and a complete array of deluxe features, sells at the price of ordinary deluxe units with mechanical filters.

Regardless of brand name, you can't sell finer room air conditioners than Thomas A. Edison.

THOMAS A. EDISON HOME COMFORT APPLIANCES, DEPT. AE-44  
McGraw-Edison Company, Albion, Michigan

Please send complete information on the new 1960 Thomas A. Edison Room Air Conditioners. I am a ☐ Distributor ☐ Dealer

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Mail This Coupon Now For Details Of  
The Most Valuable Appliance Franchise Available Today

**Thomas A Edison**  
Home Comfort Appliances  
Albion, Michigan

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PRODUCTS OF  
**McGraw Edison**

# GECC HELPS YOU



## GECC'S CASH OPTION PLAN—JUST ONE OF MANY SALES-

### HERE ARE SOME OF THE ADVANTAGES:

- "Immediate cash" from "charge" sales.
- Strong merchandising tool to help you easily close more sales.
- FREE Property Protection Coverage for your customer.
- Terms up to 90 days with NO FINANCE CHARGE to customer.
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- Charge for this service is probably less than your present costs.

GECC'S CASH OPTION PLAN is easy to use. Gives your customer the option of financing his purchase up to 90 days... WITHOUT finance charge. You simply write the sale on a GECC contract in the usual manner and insert "No Finance Charge If Paid in — Days."

**For complete information** on GECC's comprehensive, customer-oriented sales-financing plans and free "No Charge..." stamp—contact GECC locally or mail the attached coupon.



# SELL



**BUILDING FEATURES DESIGNED TO HELP YOU SELL**

**FOR FREE "No-Charge . . ." STAMP SEND COUPON TO:**  
(Available only to General Electric and Hotpoint dealers)

General Electric Credit Corporation, Room 1209B  
570 Lexington Avenue, New York 22, New York

Your Name \_\_\_\_\_

Dealer Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**GENERAL  ELECTRIC  
CREDIT CORPORATION**

*Offering General Electric and Hotpoint dealers GOLDEN-  
VALUE SERVICE in Inventory and Time Sales Financing.*

## Puerto Rico Tomorrow—A Chance for Profit

Richard L. White's list is a long one. And he admits it could be lengthened without a lot of difficulty.

But for now White has pinpointed 36 specific metal, electrical and electronic products "which could be manufactured in Puerto Rico tomorrow and make a substantial profit."

The list includes such products as electric toasters, heating pads, coffeemakers, motors, clocks, transistors, juice extractors, fuel pumps, lamp ballasts, alarms, hearing aids and switches.

White, a director of the American Hardware Corp. of New Britain, Conn., took three inspection tours of Puerto Rico's metal working,

electrical and electronic plants within the past year.

These plants are earning healthy profits, according to White. He pointed out that many U.S. companies in Puerto Rico making appliances and electronic items are netting more than 35 cents on the sales dollar.

All told, sales volume of Puerto Rico's 12-plant industry last year hit a record \$122 million, about a 30% jump over 1958.

And White had a good word for the labor situation on the island. He found workers were being successfully trained and that without exception U. S. management spoke highly of the quality of Puerto Rican labor.

## LETTER to the Editor Was Barnum Right?

EDITOR, EM WEEK:

Barnum said there is one born every minute: Mr. Kaufman does not like the odds and must feel there are two born every minute. If our wholesalers sell him and myself, then they are both wrong (Barnum and Kaufman). There are three born every minute.

**LOUIS RIZZO, OWNER  
SIGNAL RADIO &  
TELEVISION  
UNIONTOWN, PA.**

*Mr. Rizzo's ire is directed at the lifetime service policies offered by Zolton Kaufman of Discounts, Inc., Pittsburgh TV and stereo dealer.*



## "Our Yellow Pages advertising helps us keep sales high"

says J. M. McDaniel, Prop., McDaniel's Refrig. Sales & Service, Gulfport, Miss.

"Naturally, you can't always tell where new business comes from. But I'd say our ad program in the Yellow Pages is one of the big reasons why our volume is larger than ever.

"Also, the Yellow Pages help bring in many of the servicemen stationed near Gulfport. They're used to looking up local merchants in the directory. To make sure they don't miss us, we run a display ad and nine listings, many of them under manufacturer trade-mark headings, too.

"Another thing we do is use the Yellow Pages emblem on all our service trucks. They're like traveling billboards that tell people they can find us in the directory."

Send your sales to record highs with a made-to-order Yellow Pages advertising program that will tell people *where* to find you. The local Yellow Pages man will be happy to show you how it will work for you. Call him now at your Bell telephone business office.

McDaniel's sells Frigidaire appliances and service with this Yellow Pages display ad (reduced). McDaniel's also has listings under Ranges and Stoves, Refrigeration Equip.-Commercial, Furnaces, etc.



Display this sales-building emblem wherever your prospects can see it. The Yellow Pages representative will gladly supply as many as you need.

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# Dominion 2<sup>nd</sup> Quarter PROMOTION SPECIALS

APRIL						
MAY						
JUNE						
S	M	T	W	T	F	S
			1	2	3	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Only once in a blue moon comes a promotion that's so packed with sales dynamite that it just can't miss being your biggest money-maker.

Here are two fully-guaranteed Dominion appliances at the right price and with **full profit margins**...just in time for Mother's Day—June Bride promotions! But, you'll have to hurry, these 2nd Quarter Promotion Specials are definitely limited! And remember they carry Dominion's one year "over the counter" replacement warranty.

## *Hurry!*

*Telephone, wire, or write  
your distributor today—  
or contact Dominion direct!*

**DOMINION**  
ELECTRIC CORPORATION Mansfield, Ohio

Watch for Dominion's  
Four Big Profit Making  
Quarterly Promotions

**SPECIAL #1**




Dominion Steam & Dry Iron Model 1080  
—Changes from steam to dry at flip of a button. Starts steaming instantly. 19 steam jets provide blanket of steam over entire sole plate. Floating cord. Weighs 3 lbs. 1-Year Replacement Warranty.

CERTIFIED QUALITY  
**DOMINION**  
REPLACEMENT GUARANTEED

Before you buy be sure to see  
... Dominion's Seal of Quality!

**SPECIAL #2**



Dominion 4-10 Cup Coffee Maker Model 1603—Automatically brews regular or instant coffee. Flavor regulator assures same delicious flavor every time. Indicator jewel tells you when coffee is ready. Polished aluminum. 1-Year Replacement Warranty.

CERTIFIED QUALITY  
**DOMINION**  
REPLACEMENT GUARANTEED

Before you buy be sure to see  
... Dominion's Seal of Quality!

NEW FULLY AUTOMATED WESTINGHOUSE "WONDER WAREHOUSE"  
CUTS DISTRIBUTION COSTS—BRINGS YOU A HUGE

VALUE  
TRAIN

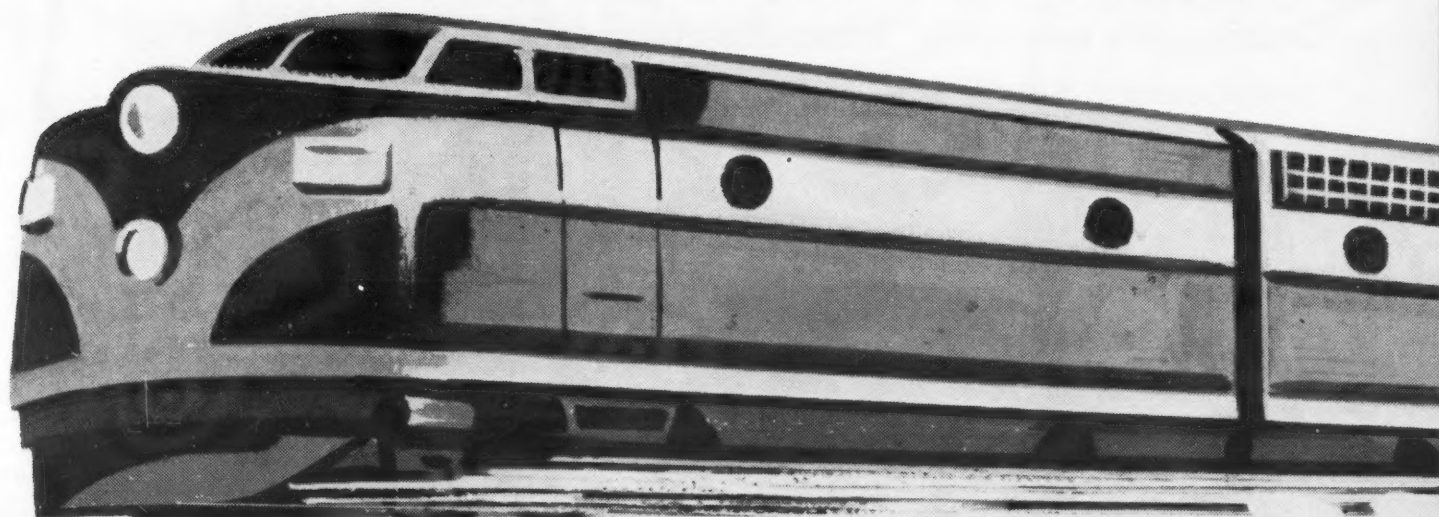
APPLIA

It's THE major appliance event of the new decade . . . featuring a full line of all new Westinghouse appliances. Every one is a true value leader. Millions will see them on television and in powerful advertisements (see facing page) in over 150 key city newspapers.

- New distribution facilities bring Westinghouse dealers big savings in fast shipments by carload and truck. This means lower dealer costs and best possible retail prices.
- Dealers save on *mixed* carloads and truckloads. Small orders can be pooled.
- Orders are handled faster . . . delivered faster to every part of the country.

You can ride the Westinghouse Value Train to greater profits every day in the year. Ask your Westinghouse Distributor about the Buying Plan that fits your needs. You'll see why—

THE BIG  SWING IS TO WESTINGHOUSE for quality  
for features  
for value



YOU CAN BE **SURE**...IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV ALTERNATE FRIDAYS. Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio

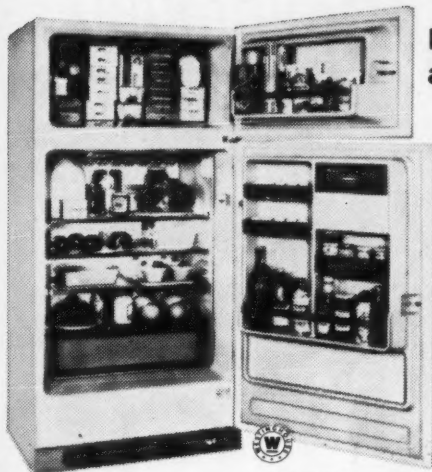


APRIL 4, 1960

# ANCE SALE

## WESTINGHOUSE VALUE TRAIN APPLIANCE SALE

SAVINGS BY THE CARLOAD direct from the Westinghouse Factory to (YOUR TOWN) . . . bringing your Dealer carload savings on brand new 1960 appliances! Limited time only . . . get aboard now!



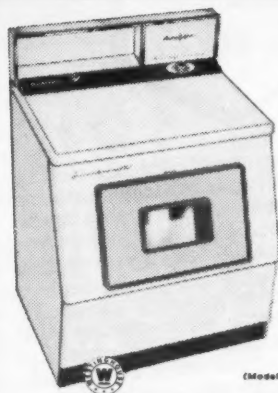
Never before  
a buy like this!

### 13 cu. ft. 2-door WESTINGHOUSE REFRIGERATOR- FREEZER

- NO FROST IN REFRIGERATOR SECTION . . . big 9.7 cu. ft. compartment never needs defrosting!
- SEPARATE ZERO-DEGREE FREEZER holds 101 lbs. frozen foods, 2 Easy-Out for Cube Trays.
- 3 ADJUSTABLE SHELVES hold large packages and bottles; remove for easy cleaning.
- FULL-WIDTH CRISPER keeps vegetables moist and fresh!
- LIFT-OFF EGG RACKS hold 18 eggs—remove for loading and cleaning.
- PLUS Lift-Off Door Shelf; Butter Compartment.
- DOOR OPENS FULL 90 deg. within cabinet width.
- NEW STYLING fits in to look built-in.

**SPECIAL '000**  
Only \$0.00 a week!

(Model RNA-13)



### More washing power with new WESTINGHOUSE LAUNDROMAT™

Multi-Speed Revolving Agitator is proved by test to give cleaner washing action than any centerpost washer! 4 separate washing cycles for regular and delicate fabrics, wash 'n' wear . . . plus new cold water wash. Just set one dial. Automatic Lint Ejector. Suds 'n' Water Saver . . . Look-In Loading Door. Ask about the matching electric dryer!

**SPECIAL '000** Only \$0.00 a week!

(Model L-124)

It's here!

### The new, revolutionary CENTER DRAWER REFRIGERATOR

So easy to use . . . see into . . . reach into!

The exclusive Center Drawer is completely separate from the rest of the refrigerator. With 2 special kinds of cold, it keeps 21 lbs. of meat fresh a whole week without freezing. Keeps a half bushel of vegetables crisp and store fresh. This new wonder is Frost-Free in all 3 refrigerator, freezer and Center Drawer!

Be sure to see it!

(Model RAA-18)

Simplest to cook on . . . Easiest to clean!

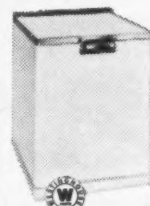
### WESTINGHOUSE ELECTRIC RANGE

A real "Value Train" buy. Simplest to Cook on because you can "fine-tune" surface units for the exact heat wanted not just one of five; you can turn oven on and set temperature with Single-Dial Control; you can cook automatically. Timer turns oven on, cooks the meal, turns oven off. Easiest to Clean because oven door lifts off, oven units plug-out, make oven-clean-up a breeze; Surface Units tilt-out to make platform cleaning fast and easy. Quality-built, too, to give years of perfect performance.

**SPECIAL '000**  
Only \$0.00 a week!

(Model RDA-30)

Rolls anywhere—No installation!



### NEW WESTINGHOUSE ROLL ABOUT DISHWASHER

Be free from hand dishwashing forever! Just snap hose to faucet . . . plug in cord . . . set it and forget it.

- Porcelain WashWell
- Washes service for 10
- "House-N-Change" Micro-Lid
- Only 22" wide

**SPECIAL '000**  
Only \$0.00 a week!

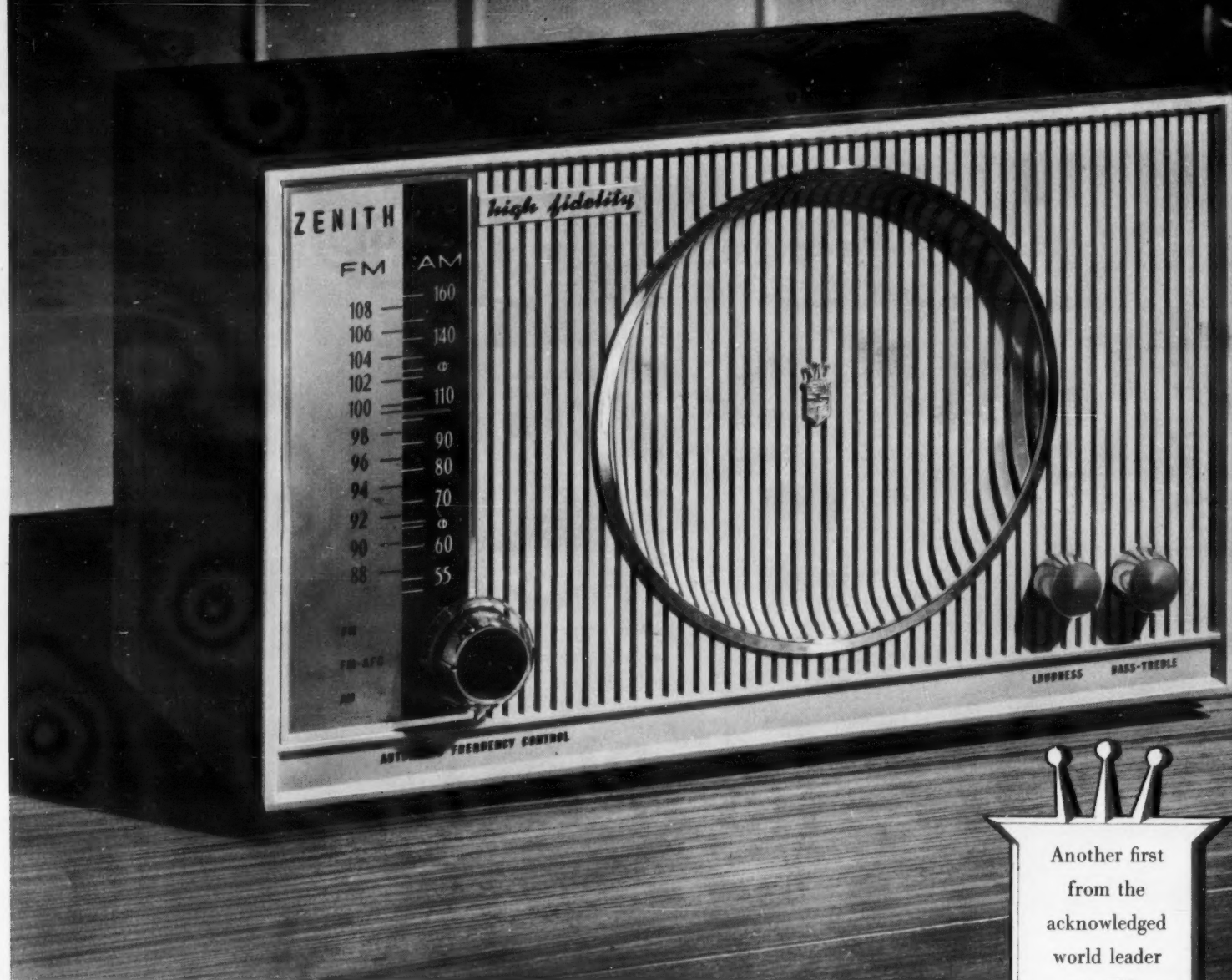
Hurry to one of these Westinghouse dealers today...see why—For QUALITY • For FEATURES • For VALUE

## THE BIG SWING IS TO WESTINGHOUSE

(DEALER LISTINGS)

MAJOR APPLIANCE DIVISION, MANSFIELD, OHIO

# Incomparable



Another first  
from the  
acknowledged  
world leader  
in FM

## Only Zenith could do it!

Measure its quality by any standard of radio performance: Zenith's new high fidelity FM/AM radio, the Super Interlude, Model C845, creates the richest and truest sound reproduction ever built into an FM table receiver!

Every component, every feature is custom-engineered to deliver high fidelity FM and AM that are truly beyond compare. Giant 7½" Zenith quality woofer and matched cone-type tweeter produce console-quality tone of remarkable brilliance and fidelity; special broad range tone control permits critical adjustment of treble and bass response. Zenith-designed automatic frequency control locks FM station in place—ends the need to re-tune stations. Super-sensitive circuitry gives peak FM and AM reception; and the Super Interlude is easily adaptable for use as a stereo remote speaker.

In styling, Zenith's uncompromising standards of quality create an exciting new kind of fine-furniture distinction in table radios. Beautifully grained hardwood veneers are dramatically combined with new contemporary lines. And the handsome new slide-rule dial not only provides a fresh design accent, but permits faster, easier precision tuning.

Only Zenith could bring you this totally new concept in FM/AM radio. For Zenith has consistently led in quality FM engineering since its earliest development. And Zenith continues to lead in FM as in all other fields of radionics in product advances that give your customers still greater quality, value and performance.

Another classic example of how much more Zenith gives you to sell than just a price tag!

# ZENITH®

*The quality goes in  
before the name goes on*



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.



## UTILITY NEWS

**The Nashville Electric Service** and the Nashville Electric Dealers Assn. will co-sponsor a "Live Cool Electrically" campaign, running April 18 through June 18. Purpose of the campaign is to promote all types of air conditioning, with particular emphasis on room air conditioners, by increasing store traffic and early season sales.

To spur the campaign, the Nashville Electric Service will mail a prize coupon to each of its 128,000 customers along with a bill stuffer boosting room air conditioners. To be eligible for prizes, customers will have to deposit coupons in a box on a dealer's sales floor. The prizes? Free room air conditioners.

**Oklahoma Gas and Electric Co.** is in the middle of a campaign to boost electric water heaters. Starting last month and running through May, the utility is offering a special wiring allowance of up to \$50 per heater to customers who purchase and install a quick recovering electric water heater.

**Pennsylvania Electric Co.** is wrapping up a two-month promotion designed to help major appliance retail dealers in its 32-county district sell more electric ranges. Theme of the promotion which started March 14 and ends this month: "Electricity Is Your Better Way."

**Kelvinator** is introducing to its field organization a 72-page "power use manual" for joint promotional activities with REA co-ops. The manual, "Increasing Power Use with Rural Electrical Systems," is being issued in recognition of the 25th anniversary of the rural electrification program.

Kelvinator's goal is to help co-ops increase power use on their lines with a three-point program: 1) dealer promotions with non-merchandising co-ops; 2) direct co-op merchandising; 3) direct from carload to member promotions—all spelled out in the manual.

**United Illuminating Co.** of Bridgeport, Conn., forecast as much growth in the next 10 years as the 60-year-old company rolled up in its first six decades. The company is in the midst of a three-year construction program that will cost \$50 million by the end of 1961. Biggest future market, the utility figures, is electric heating of homes and buildings.

**Electric power requirements** of business and industry in the five Pennsylvania counties of Greater Philadelphia have quadrupled since 1940, according to Leonard A. Drake, the city's Chamber of Commerce economist. Drake predicted "another spectacular gain" in the 1960's. He based his prediction on the widening market already established and in prospect for the Philadelphia Electric Co.

**Despite the lingering effects** of the steel strike in the latter part of 1959, Nashville appliance dealers sold 9% more major appliances than in 1958, according to the Nashville Electric Service. Total units sales: 28,032.

**Connecticut Light and Power Co.** has named William J. Queen residential sales manager in its Essex district.

## Con Ed Campaign: 'Big 3 for '60'

With \$250,000 for ammunition, Consolidated Edison of New York this month is launching its 1960 cooperative sales promotion campaign.

**This month** the utility has set its sights on the automatic dishwasher market.

**In June and July**, the program will hit refrigerator-freezers.

**Come fall**, Con Ed will concentrate on automatic clothes dryers.

Pointing out that the sales potential in the New York metropolitan area was greater than many realized, J. C. Murtha, Con Edison's general manager of sales promotion,

told dealers that in a market with more than 600,000 homes "only 4% presently have dishwashers."

"In 1959 dishwasher sales in the city were up 30%; nationally the increase was only 23% and we expect to increase the gap in 1960."

**Theme for the dishwasher campaign**, "Don't be a Dishwasher . . . Buy One," will be carried in advertisements in 10 New York dailies, 75 weeklies, on more than 100 billboards, 6,000 car cards, 225 truck posters as well as on radio, TV.

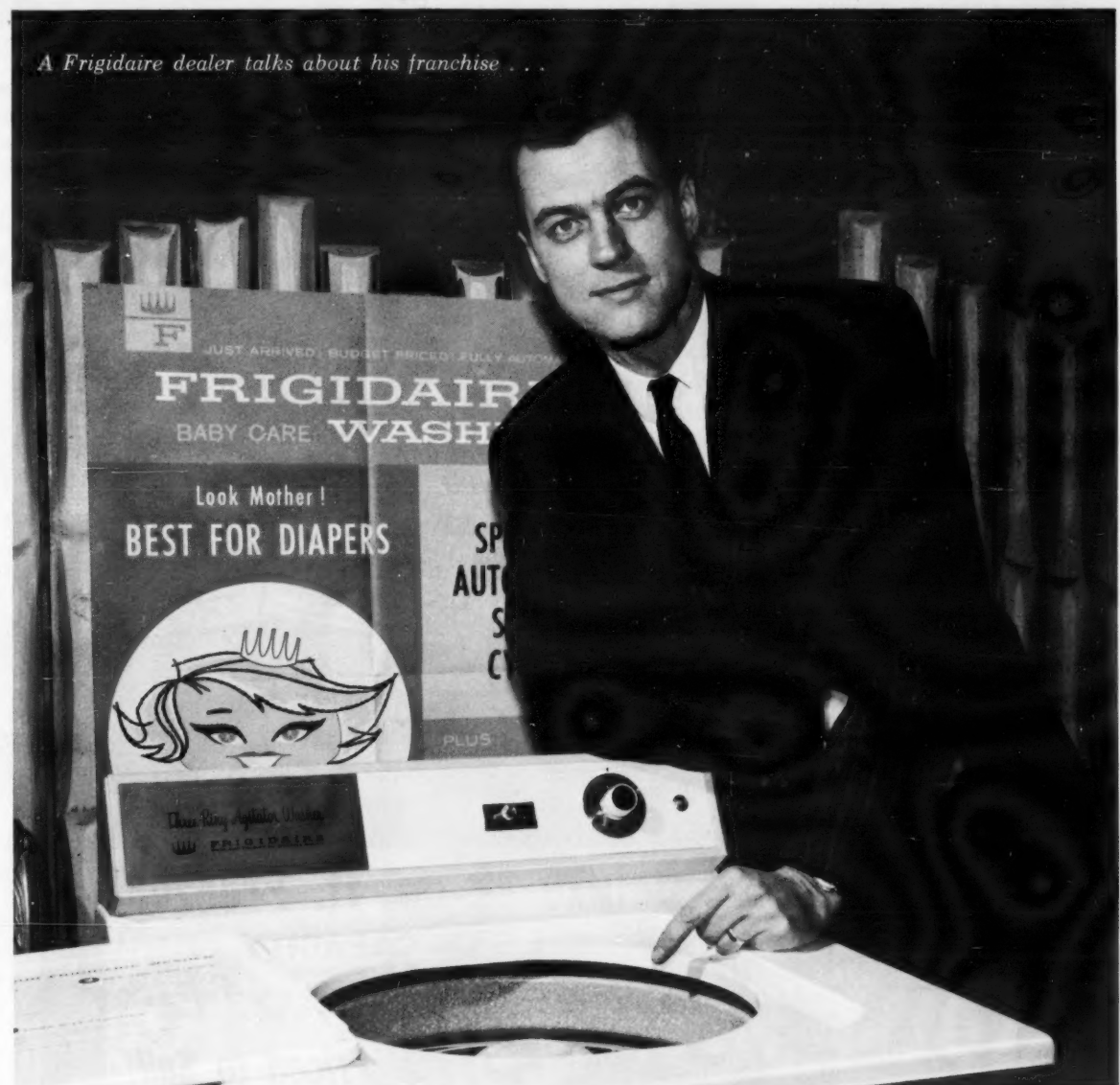
And next month, Susan Strong, Con Edison's TV-radio personality, will appear in dealer stores. Dealers will also receive special display materials from the utility.

## Utility Hopes to Ride Home on the Range

To give future homemakers—and future customers—a first-hand opportunity to check the benefits of electric cooking, Houston Lighting and Power Co. is furnishing free new electric ranges to home economics departments of schools throughout its service area.

Since the program was inaugurated this year, the company has given away three dozen 1960 electric ranges. More than 200 additional electric ranges will be furnished schools by the end of 1961.

The company has agreed to supply up to one-half of the ranges used in each classroom. Most ranges will be free-standing, which HL&P believes constitutes its top market.



Dick Hagen, at 30, manages The Hagen Company in Minneapolis for his Dad, Ben. Dick skis like a pro when he has time. But running a large appliance store takes both time and smart selling. Dick feels Frigidaire makes his job easier with . . .

## "The right new products for volume sales!"

*"Frigidaire sure is on the job with sharp product ideas. For instance, this new Baby Care Washer. It's low-priced, yet has the all-important*

*Automatic Soak Cycle. Outsells every other appliance on our floor.*

*And Frigidaire is first again with a terrific new product."*

The population explosion needed a specialized product like the WDA-60 for the diaper detail. That's why we've had to increase production far above original plans. More proof that behind the Frigidaire franchise is a driving determination to keep developing fast-selling new products for our dealers.



**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

OLIVE P. GATELY says



## 'Women ARE Somewhat Like Elephants'

Far be it from me to compare a lady with an elephant, but the two do have something in common when it comes to remembering.

Believe me, the ladies never forget. That's particularly true when the case in point involves a real or fan-

cied grievance. For example, if a homemaker has been high-pressured into buying an appliance that doesn't live up to the claims made for it (completely automatic, no attention-needed, easy to clean, easy to use and so on), she'll remember. Or, suppose the appliance doesn't

fit into her design for living—it's too big, too small, too costly to run, too slow for her pace. Maybe she did choose it herself, but you'll get the blame for not steering her away from it. And when "advice of a friend" goes into reverse it can scuttle a dozen sales without half trying. Don't think the ladies wouldn't do it, either. Like the elephant, they not only remember, but act accordingly.

An articulate female I know wrote bitterly complaining about the poor coffee she was getting from her handsome new electric coffeemaker. I checked the model, found everything in order. So I turned to the Pan American Coffee Bureau to see if they could throw any light on the subject. These bright people promptly put their finger right on the trouble—the

way the coffeemaker was cleaned.

Here is Pan Am's expert advice. You'll do a good deed, and perhaps make another sale, by telling the ladies how to take care of their coffeemakers. The coffee will taste better and that makes for better coffeemaker sales in my book.

The coffee bureau folks are emphatic that washing coffeemakers with a baking powder solution is all wrong—no matter who says different! Leaves a metallic taste that ruins future coffee. They recommend a mild detergent, not soap. Liquid or granulated is okay. Used with hot water. Plus a very thorough rinsing with hot water.

These coffee aficionados also plead that we urge women to use sufficient coffee—one full coffee measure per cup (that's two level tablespoons). And that percolator coffee be brewed for the full eight minutes to bring out the rich, full-bodied flavor. If folks like coffee a little weaker, says the coffee bureau, let them dilute it a little with water after the brewing. This will cut down the strength but not the true coffee flavor.

Might be good to pass on this advice. After all it isn't a coffee-making machine that the ladies shell out their hard-earned cash for, it is steaming cups of elegant coffee, time after time after time. That's what makes for repeat sales.

Sales Hypos: Ever thought of serving a cup of coffee to customers on nights you're open? Nothing like the smell of freshly brewed coffee to put everyone in a responsive mood.

Smart East Coast ad man, instead of picking out a new hat for friend wife as a gift, presented her with a beautifully wrapped package with a fresh flower perched on top. Inside was a big card saying:

I.O.U.

"I. O. U. a brand new hat  
You pick it out wherever it's  
at  
I'll pay the bill, no matter how  
high  
For any chapeau you want to  
buy"

It was a terrific success—"poetry" and all!

Why isn't this a great way to handle gifts—especially last minute ones for Valentine's, anniversaries, Mother's Day, birthdays, or big bulky things like ranges or dishwashers it's hard to keep a "surprise?" Could be nicely translated into "I.O.U. a record every month" for a teenager, "a new electric frypan" for a bride-to-be, "a new electric floor washer" for a busy homemaker. There's practically no limit—everything in your store can be on "promissory note." Don't forget the glamorous wrapping—especially if it's for a female. A fresh flower attached is just so much the better.

**ABOUT THE AUTHOR**—Olive P. Gately is uniquely qualified to talk to dealers on behalf of women everywhere. A native of Boston, she has lived and worked in Cleveland, San Francisco, Dallas and New York. She is widely known as an advertising, marketing and sales promotion consultant specializing in the "home" fields. She has worked for Macy's, Sanger Bros., and Jordan Marsh as well as for a number of leading advertising agencies on appliance and utility accounts.

# YOU CAN STILL...

ENTER THE 2ND ANNUAL

## BEN-HUR 1960 PHOTO SWEEPSTAKES

**1st PRIZE**  
All Expenses Paid  
Trip for Two

\*For winners Western Region

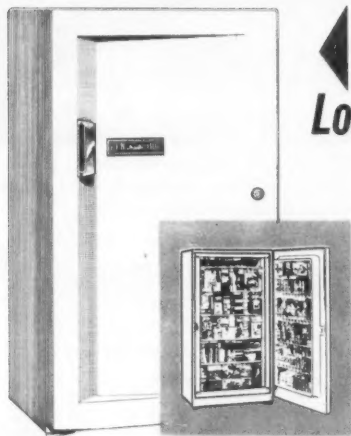
**2nd & 3rd PRIZES**  
All Expenses Paid  
Trip for Two

\*\*For winners Eastern Region

**ENTER NOW!** GET YOUR SHARE 1001 BIG TRIPS AND PRIZES!  
CALL YOUR BEN-HUR DISTRIBUTOR TODAY...or

## The First REALLY Deluxe 12 cu. ft. Freezer

421.5 LB. CAPACITY



### THE BEN-HUR AU "12" Loaded with Features! Priced to Sell!

- Broad Beam interior light
- Magnetic Door with built-in Lock
- All Shelves Cold Coiled for faster freezing
- Space Saving — New "flush to wall" design
- Handi-Stor Door . . . easy in, easy out, holds all sizes
- Adjustable Cold Control
- New Snowflake Safety Signal Light

Sell the BIG NAME IN FREEZERS FOR '60

**BEN-HUR**  
*America's Finest Freezer*

**BEN-HUR MFG. CO.**  
Dept. D., 616 E. Keefe Ave.,  
Milwaukee 12, Wisconsin, U.S.A.

Tell me how I can win with Ben-Hur's 2nd Annual Photo Sweepstakes!

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**BEN-HUR**  
THE TRADE NAME OF SATISFACTION

Send for all Details—Tear Out Coupon and Mail Today



*Announcing!*

## 2 NEW **WEBCOR** MODELS

**BUILT AND PRICED TO**

**HYPO SPRING SALES!**



**Studio Stereo  
High Fidelity Fonograf  
Model 1172**

*Loaded with  
top-end features  
stereo fans want!*



Webcor Automatic Fonographs start at \$79<sup>95</sup>\*

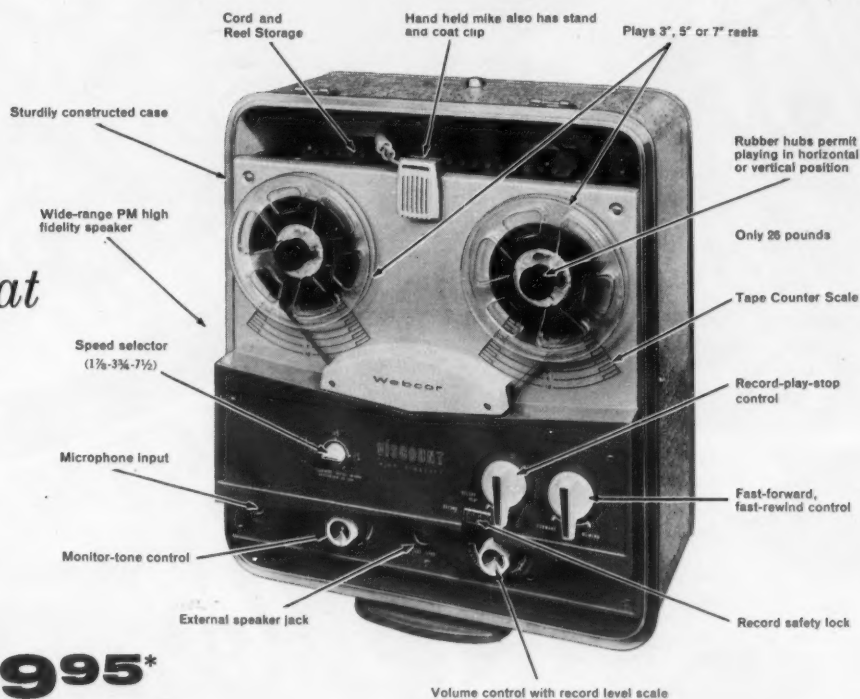
- Dual-channel 8-watt amplifier—4 watts per channel. Frequency response from 50 to 15,000 cycles.
- Famous Webcor Diskchanger automatically changes 33 $\frac{1}{3}$ , 10" and 12" records intermixed. Plays all stereo and monaural records. Positive manual operation.
- Four high fidelity speakers—a 6" woofer — mid-range — a 3 $\frac{1}{2}$ " tweeter with crossover network in each speaker wing.
- Plays as self-contained stereo fono—or detach and extend speaker wings up to 8 feet. Bayonet hinges for speaker wings.
- Front-mounted controls. Separate dual gang controls adjust treble and base simultaneously. Separate volume controls for Ch. 1 and Ch. 2.
- Handsomely designed, sturdy carrying case. Ebony.



**Viscount High Fidelity  
Tape Recorder—Model 2103**

*Now! Sell all that  
famous Webcor  
Tape Recorder  
performance  
at the lowest  
price yet!*

Webcor Tape **\$139<sup>95</sup>\***  
Recorders now start at



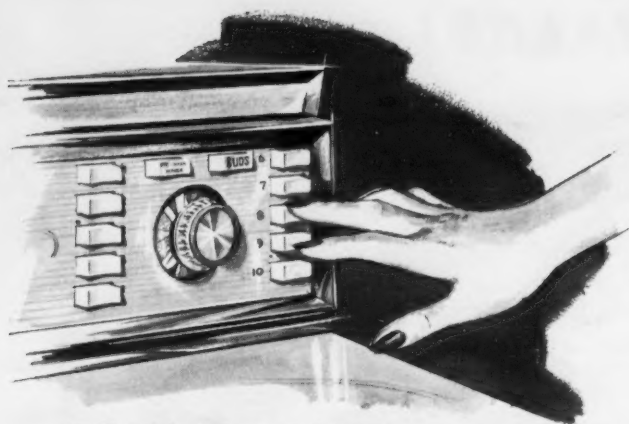
**Webcor features and exclusives would make  
the Viscount a standout buy at a much higher price!**

\*Prices slightly higher South and West

**SELL THE LINE THAT SELLS THE FASTEST... SELL WEBCOR!**

RCA WHIRLPOOL FILTERS OUT LINT, BLENDS IN DETERGENT AUTOMATICALLY!

# MAGIC-MIX FILTER



**Self-setting!** Press one fabric bar . . .  
and all action changes to suit the wash.

...new standard on both low-end  
and top-of-the-line automatic washers!

As water swirls through Magic-Mix\* Dispenser Filter, hundreds of Nylon filaments "comb" out and hold the lint and fuzz. But more than that! When poured into the filter well, detergent is automatically blended into wash water before it contacts clothes. Operation is equally efficient with either partial or capacity loads. Here's an exclusive feature that really does a selling job . . . and it's only one of many that make this top-rated line so much in demand today. Get all the facts from your RCA WHIRLPOOL distributor.

*Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*

\*Tmk.

Imperial Mark XII  
model GA-91



Filter well doubles as  
automatic detergent dispenser.



Your family will love our family of home appliances

## Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan





You can sell more automatic washers if you capitalize on your customer's annual spring-time urge to revive, refurbish and brighten up the furnishings in her home. All you have to do is to explain to her that . . .

# You Can DYE In Your Washer

By ANNA A. NOONE

And most housewives, faced with the annual springtime problem of sprucing up the house, will be intrigued by the possibility of dyeing such bulky items as shower curtains, bath mats, slip covers and throw rugs in the washer.

That's because replacement or commercial renovation of big items like this can be an extremely expensive process. But by "doing-it-herself," the housewife can brighten up these furnishings at the cost of nothing but a few packages of dye.

Home dyeing is not a new idea. It's been a \$10 million-and-up business for the past several years. And for years, many a homemaker has

enjoyed success in dyeing or tinting such small articles as lingerie, hosiery, blouses, curtains, etc. What she now needs is information on how to handle bulkier items, all of which require an oversized container for dyeing.

A whole new avenue of home dyeing has thus been opened with the advent of the automatic washer. It provides ample dye-bath capacity for the bulkiest articles. It also provides a constant stirring-flexing action which assures even, thorough penetration of color with little or no risk of streaking or spotting of all sizes and types of items from the sheerest lingerie to the roughest textured slipcovers and draperies.

## How To Talk Like an Expert

Dyeing is a simple process—so simple that you can sound like an expert when explaining it to your customers. Just remember these rules:

**RULE 1:** Anything that can be machine-washed can be machine-dyed. But don't attempt to dye fabrics which are not washable.

**RULE 2:** Follow the same "fabric care" rules and use the same cycles for dyeing as for washing. For instance, if the shortest time cycle (three to five minutes) is recommended for washing delicate fabrics such as nylon, use the same time cycle for dyeing fabrics of this nature.

**RULE 3:** Remember the washer has tremendous versatility when used for dyeing. Remind the customer that while washer dyeing is ideal for bulky items, it can also be used with equal success on all other machine-washables, including lingerie, dresses, etc.

**RULE 4:** Dryers help with dyeing, too. Dryers are ideal for drying virtually all newly dyed fabrics, particularly chenilles, tufted cottons and corduroys.

**RULE 5:** The garment or other household item intended for dyeing must be clean and free from stains.

**RULE 6:** Items to be dyed should be wet before immersing into the dye bath.

**RULE 7:** If the item is large, such as bedspread,

slipcover, etc., it should be completely unfolded before inserting, to get full, even penetration of dye.

**RULE 8:** Before starting any cycle the dye solution should be thoroughly dissolved and thoroughly strained.

**RULE 9:** Water must be the very hottest available for best results. The hotter the better.

**RULE 10:** Timing is important. If a dark hue is desired and it cannot be accomplished at first try, the answer is—try, try again.

**RULE 11:** Understand that prints, blacks, dark greens, navy need double the dye quantity to get a good deep color.

**RULE 12:** Rinsing is very important. A good dye job is largely dependent upon how carefully excess dye is removed.

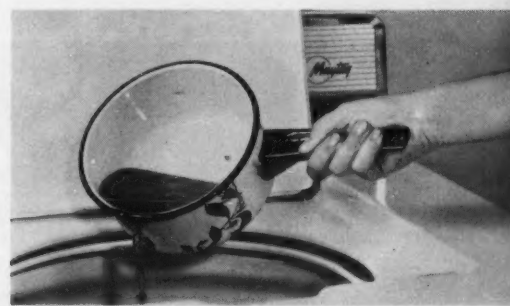
**RULE 13:** Be sure to clean up immediately after dye job is finished. That is extremely important. Dyeing takes place only occasionally, and it's important not to transfer unwanted color to clothes that are washed later. (To clean up: Put in detergent plus bleach and run through a wash cycle. Afterwards, wipe carefully, especially around doors, lids, agitator with a clean cloth. If spillage occurs, quickly remove with a clean cloth.)

**RULE 14:** Most important of all: Be sure to follow instructions for dyeing as they appear in the Use and Care booklets of the manufacturers you serve.

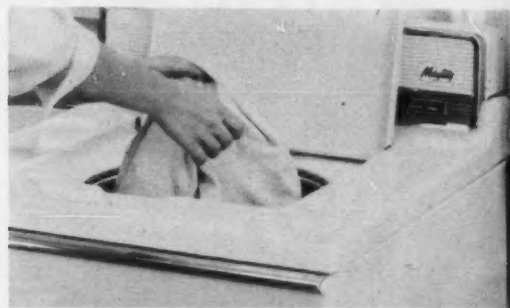
## Five Steps to Successful Dyeing



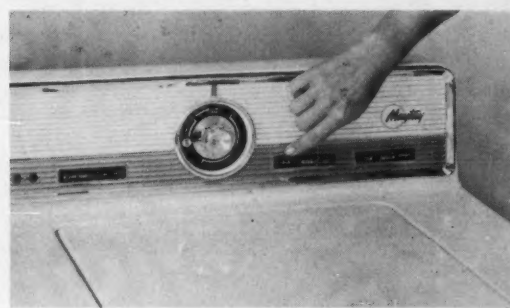
1. Mix the dye. Dissolve in a pan of hot tap water, using one pint water per package of dye.



2. Set wash cycle for the hottest water and longest possible time for article to be dyed. Pour dye into washer.



3. Place clean, wet article to be dyed into dye bath, shaking out creases and folds.



4. Set control for a cold rinse after dyeing cycle is completed.



5. Clean washer with detergent and bleach immediately after dyeing operation is completed. Wipe carefully, especially lint trap, door or lid.

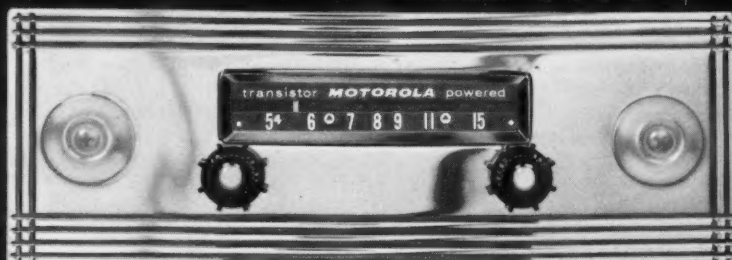
# Let MOTOROLA the car radio

"Starters" of Motorola's complete Car Radio line . . .

these new **AM** models  
cover most all your installation needs



**Model 310X.** 75% smaller than tube-type sets. Two transistors eliminate cause of 60% of car radio failure as compared to radios without transistors. Built-in speaker. Only \$39.95†.



**Model 10MX.** Installs easily in most any car. Bright chrome trim plate gives tailored-to-the-car appearance. Transistor-powered chassis insures clear reception.



**Model 9AX-A.** Custom-deluxe radio with convenient pushbutton tuning. Adjustable shaft centers can be varied to fit the dash of most any car on the road today.



**Model 500X.** All-new transistor-powered pushbutton radio for foreign and sports cars. Compact, it fits easily in or under dash. And it takes only 15 minutes to install.

## NO INVENTORY OR OBSOLESCENCE PROBLEM

Start with these four universal models designed to fit most any car. Just a \$100.00 investment, that's all, and you're in a business that can net you a 100-fold return in just one year.

Most changes are confined to up-dating trim plates to match new model cars—plus Motorola's continuous product improvement.

## NEW TRANSISTOR RELIABILITY

Two new lifetime transistors replace parts most likely to fail . . . extend reliability 60% as compared to radios without transistors . . . eliminate vibrator hum . . . cut battery drain up to 50% compared to tube sets.

Volumatic® automatic volume control holds stations steady—even under viaducts—as long as a signal is present. Eliminoise\* circuit practically eliminates the irksome buzz of high-tension wires as well as other roadside interference.

## NO INSTALLATION OR SERVICE PROBLEM

Installations can be handled easily in less than 20 minutes. With Motorola's compact designs, easy-to-follow diagrammatic instruction sheets and 4-screw installation, the job's so simple the customer can do it himself. If service ever is required, 6,000 Motorola Warranty Service Stations throughout U.S. can handle it quickly.



# put you in business

with models to fit most any car!

## NEW!

# FM - only car radio

Opens a vast new profitable market that's waiting to be sold



**Model FM900.** A completely separate compact unit designed to fit most any 12-volt car . . . operates independently of AM radio. Range of 50-15,000 cycles provides *vivid hi-fi-like sound*. Operates on existing AM antenna. Has 2 to 3 times the peak power output of tube-type radios . . . audio response double that of AM.

**Call your Motorola distributor for further details**



Use this full-line installation display to demonstrate and sell Motorola® car radios in only 4½ sq. ft. of floor space. Movable display lets customers hear Motorola FM and AM radios play . . . the best known, most profitable car radio made!

# MOTOROLA

For over 30 years the traditional leader in quality car radios





**A MASS APPROACH** to an industrial market . . . **A CLASS APPROACH** to a wealthy one . . . By combining the two, Towne Television in Norwalk and Westport, Conn., has built a successful merchandising program. The result:

## They Do \$150,000 a Year

The mass-class approach is only one phase of Towne TV's successful stereo merchandising program. Actually, there are seven steps to a successful stereo program, says co-owner Don Quint, and he breaks them down this way:

**1. Display a complete stereo selection, tailored to the market.** Towne's Westport store has 24 pieces on the floor. Its Norwalk store has an equal number. But at Westport at least half of the pieces are priced over \$500. In Norwalk not more than two or three fall in that price range. "Your area determines what you do with stereo," maintains Quint. "Handling Fisher and Magnavox puts us in the thick of stereo. But you still have to know exactly how to approach a market."

The firm sells from New Haven to the New York State line. It considers Westport a class market; Norwalk a mass market. Store tallies have shown that in Westport Fisher outsells Magnavox 10-1. In Norwalk this pattern is completely reversed. There's no point in fighting this pattern. It's a merchandising fact which Towne TV accepts. It merely accentuates the difference in its selling approach.

Quint feels too much caution on stereo can hurt sales. "It's normal to stock heavy going into December," says Quint. "And probably every dealer's dream is to wind up Christmas Eve completely out of stock. But we've abandoned that philosophy in stereo. We're acting as if Christmas isn't over."

The broad array of stereo units in both stores represents a complete selection, both in styles and in price ranges.

**2. Towne grounds stereo selling in know-how.** "There's been a lot of groundwork done on

stereo by manufacturers," says Quint. "People are definitely aware of stereo and talk about it. Anyone who's heard good stereo and has been exposed to it properly is sold on it. We feel our job is to continue that exposure—properly. And to do that your sales staff has to have a thorough knowledge of stereo."

How did Towne TV build that knowledge?

Quint and his partner, Sidney Beck, organized regular meetings. Salesmen and both owners went to every meeting conducted by manufacturers and their salesmen. They invited manufacturer personnel to store meetings on a regular basis. On occasion technical experts were invited, too. The firm took advantage of day-long meetings conducted by Magnavox, for instance. And Quint insists the gathering of this information is a continuing affair. "We must know our stereo inside out," he says.

**3. Towne insists on proper selling and demonstrations.** In this era of dubious "salesmanship," according to Quint, many retailers don't want their salesmen spending too much time on stereo.

"They think salesmen can spend time more profitably on other items. We don't agree. We want our salesmen to take as much time as they need to sell stereo. This might be anywhere from half an hour to an hour and a half."

Quint feels selling stereo requires imparting to customers the information he and his salesmen have acquired. This immediately does three important things: 1) introduces a customer properly to stereo; 2) convinces customer that Towne salesmen have the exact sales knowledge; 3) eliminates contradictory information, provides intelligent answers and simplifies the passing of technical knowledge.

"We always attempt to translate the technical knowledge at our command into lay language," says Quint. "However, when it's necessary to talk technical lingo, we can do it."

In essence, Towne's answer to the man who says, "I don't have an ear for stereo" is "Mister, if you have two ears, you have an ear for stereo" and then proceeds to sell him.

Some of the toughest misinformation Towne TV must unravel is that heaped on a customer by an audiophile, a ham, a bug, beatnick or just plain smart aleck.

Frequently customers have been wrongly exposed to stereo. They can't comprehend that playing an ordinary hi-fi record on stereo will make it sound better. Just as frequently customers are not aware that they can play their existing monaural records on a stereo unit.

"It's our job to counter their objections and show them they're not going to make existing record libraries obsolete," says Quint. "We do it by taking the time to demolish every objection right on the salesfloor—by demonstrating. In other stores I've seen stereo demos where the salesman wasn't even switching from monaural to stereo. That could never happen here."

**4. Towne asks for the order frequently during the demonstration.** "It's something we don't feel bashful about," says Quint. "Here are just two possible approaches:

"We can deliver this exact set this afternoon, if you'd like."

"Of course, when you hear it in your own home it will sound even better. We can drop it off. On trial, if you wish. Listen to it. See how it fits in with your decor. There's no obligation."

And there's no haggling over price. People shop. But that's about all. Margins are around





**SPEND PLENTY OF TIME** with the stereo prospect is one of Towne's rules for salesmen. Store demos often run up to 90 minutes, are then followed by delivery of set for a free trial in the home.

**SELL BOTH COMPONENTS AND PACKAGES** if you want to build a reputation in stereo, says Quint. Some people just plain like components, others have space problems which make components the best solution.

**SERVICE HELPS SELL STEREO** at Towne TV. The firm has two men who specialize in stereo. About three out of every four calls involve work on record changer, store has found.



suburban market . . .  
sure-fire

By JOHN A. RICHARDS

## in Stereo

40%, dropping to about 30% only for promotional units. Average sales in Westport are in the \$650 range and between \$250 to \$300 at Norwalk.

**5. Towne stocks components for those who want them.** This makes its stereo stock complete.

"You've always got the semi-technical people whose friend Bill told them to buy components," says Quint. "And then there are those people who have no room. We've got what they want there, too."

The firm uses Westport exclusively for displaying the components it handles. On a 15-foot, floor-to-ceiling white pegboard wall are eight speakers, four amplifiers, a tuner, two audio control panels and four turntables. Three "packaged" component groupings will be offered in the near future: At about \$200, two \$40 speakers, with changer and \$70 stereo amplifier; at \$280 to \$290, an improved changer, two \$50 speakers and a dual channel amplifier with controls; and for \$600, dual channel, 30-watt amplifier, control panel and two speakers at \$129.50 each.

**6. Towne pinpoints its stereo advertising.** By experience Quint has discovered the difference between using shotgun advertising when he should be using ads with the effect of a rifle.

For instance, he has found a two-inch ad two or three times a week in "The New York Times" much more effective than using local daily newspapers.

"About 9000 guys who commute from Westport to New York daily read 'The Times,'" maintains Quint. "They see the identification ad and remember it. I know from the number of people who've come in and bought, mentioning the ad."



He feels it built prestige for him and his partner. And it cost him "peanuts," maybe \$5 an issue, because of the suburban rate and help from manufacturer co-op money.

Meanwhile Quint advertises over WMMM, a "good music" type local station which reaches audiences in Bridgeport, New Canaan and Darien. Otherwise he limits his advertising to once-a-week coverage in the "Norwalk Hour," and to occasional direct mail. Last September he used the local YMCA for a stereo show lasting three days. Towne attracted 3000 visitors, sold about 15 units at the show. It helped make 1959 the firm's biggest year in stereo.

**7. Towne follows through with service.** All Towne TV stereo sets are sold with the 90-day manufacturer's warranty. But the firm prides itself on being lenient. It gives two or three weeks of leeway. If it seems to be an in-war-

**BRITISH AMERICAN**  
HATS  
Group of 200  
**LADIES' COATS**  
20% to 30% OFF  
Finest English, French and Italian  
Imports and Domestic Creations.  
Wools - Leather - Camel Hair  
Velours - Scotch Tweeds - Mohair  
Broken sizes - Good Selection  
FABULOUS COATS AT FABULOUS SAVINGS

**FISHER**  
FINEST IN HI-FI AND STEREO  
TOWNE TELEVISION

### CRUCIAL DECISION!

Week-End Party Conference  
to Weigh Nationalization  
as Key Policy Issue

By DREW MIDDLETON  
LONDON, Nov. 28.—The British Labour party faces a choice this week-end between old-time socialism based on nationalization and a new policy modeled to meet contemporary conditions. Conservatives and Socialists alike regard the fifty-eighth annual conference of the party, which opens at Blackpool Saturday, as one of the most important in Labour's history. Seven weeks ago today the Labour party suffered its third consecutive defeat in a general election. In part, the two-day conference will be an attempt to mend that defeat. But it will also give those who think Labour's program outmoded in present-day Britain an opportunity to present their plans for increasing the party's appeal by altering its policies.



**LABOUR PARTY LEADER**  
Hugh Gaitskell, who has been keeping out of the bickering in British party circles, is expected to change his position on the issue of nationalization. Gaitskell's critics and supporters are expected to debate whether the party can no longer afford to get down in the arena of policy. Unless Mr. Gaitskell gives nationalization some of his clear lead on policy support, the party's position in the party will be seriously weakened. On the evidence of what has been written by two of its most astute advisers, Douglas, it seems probable that Gaitskell will follow the lead of the party's right wing and support a policy of nationalization.

**SMALL AD, BIG RESULTS** is the way Quint describes this one-column, two-inch ad in "The New York Times." Since many of Towne's customers are commuters, advertising in the New York paper has proved very effective for the store.

ranty complaint, the firm will call without charge as long as two months after warranty.

On the firm's staff are two stereo hi-fi specialists who take care of calls in the home. Charges run to \$5.95, plus parts. About 75% of all calls are on the turntable. Service calls are made on an estimated 10% of all sets in the field. To take care of these calls, Towne keeps an assortment of diamond needles in stock. It also pays particular attention to odd tubes needed in stereo units.

Most service work is charged, because Towne has found many customers are repeat customers. However, three years ago it instituted a policy of offering a 10% cash discount on service. Immediately charge accounts shot down from 90% to a point where 50% of all service payments are on a cash basis today. The follow-up service Towne offers is for its own customers only.

# WHAT DOES COLOR TV MEAN...

By BILL McGUIRE

... to a small dealer like Frank DeStefano of Stuart, Fla., color represents a third of his volume. "You don't wait for it to arrive... you promote it hard."



HIS OWN SERVICE on color is offered by DeStefano who finds his ability to handle such work impresses customers.

... to a big firm like Bell Electric in Fort Lauderdale, today's color volume is insignificant. "But it's coming fast and we've been keeping our hand in to be out front when real action begins."



FACTORY SERVICE on color is used by Bell because store feels present color volume wouldn't justify setting up its own two-man color team.

"When television's 90% of your business," DeStefano says, "you don't sit around waiting for color to arrive. You push it, pull it, promote it hard, because you figure it's your future." Last year, the 57 color sets he sold represented about one-third of his \$110,000 volume.

DeStefano displays color constantly in his single small store. His usual four-piece floor group of color sets includes a top-end table model, a low-end console and two medium-line consoles of different styling. A wall chart shows the rest of the line. Except pre-Christmas, his backup stock is thin—two or three sets at the most.

DeStefano promotes color continually and almost exclusively. His logic is simply this: "Tell the people you sell color, and they'll know you've got black and white." Nearly all of his newspaper ads are on color. His daily radio spot goes to color. The NBC peacock spreads its bright wings in living color signs on the dealer's truck and an exterior wall of his building.

Stuart people, out for a drive or a stroll on pleasant Friday evenings, pause to watch color shows on a demonstrator located, not behind the display window, but out on the sidewalk in front of the store.

The television specialist is currently working out a color promotion that could become his best. This will be a tie-in with a local car dealer whose manufacturer sponsors periodic color spectaculars. A color set installed by Frank's TV, and chairs put up by the auto dealer, will transform part of the latter's showroom into a temporary TV viewing room.

DeStefano sells color wherever and whenever he can. He goes after a switch to color with black and white prospects who appear qualified. If he can't turn the trick, he'll wrap up the black and white sale with a color ribbon ("You're going to enjoy the set you bought, Mr. Green, but next time let's talk about color, be-

cause that's the coming thing.")

Home trial is the key to DeStefano's color operation. In spite of his knowledge of color and enthusiasm for it, he's able to close few sales on the floor: Most require a trial. For reasonably well qualified prospects, he delivers and installs trial sets willingly. He makes no charge; requires no signature. He leaves them out for two or three days; then, if he has to, two or three days more.

The Stuart dealer uses his servicemen as yet another route to color sales. Each time his service manager, outside man or two bench men come in contact with a black and white service customer, color gets a play, if only a mention. The servicemen invite the color-qualified among their customers to the store for a color demo; and service manager Vincent Dibble, who owns a color set, invites him to his home.

DeStefano services color, finds his ability to do so one of the principal feathers in his color cap. Dibble, who handles all the store's color work, was originally a black and white technician. A factory course paved his shift to color, which he found a fairly simple matter. "Any good black and white man should be able to jump to color easily," he says, "if he'll realize there's no big mystery about it; nothing at all to fear."

Before delivery, Dibble degausses color sets and runs them for several hours in the shop, adjusting and converging them to peak form. The latest RCA series, he reports, is coming out of the crates in surprisingly good set-up shape, some needing little or no adjustment.

Out to promote confidence in color, DeStefano is unusually liberal with P&L. He supplies it free for 90 days on color sets, yet seldom gets burned. Service incidence on the new sets is quite low, Dibble says, with about two calls in the initial 90 days, both of which are usually instructional; and an average of two more during the remainder of the first year.

To the big dealer, E. P. Chaddock, general manager of the three-outlet Bell Electric chain, color has yet to prove itself a key item. The retail track is fast in the big, glittering Lauderdale trading area, and Chaddock feels constrained to place first things first, basing display space and sales effort primarily on direct return. In Bell's case, this means air conditioning, white goods and black and white television (they finished in that order in a \$1,400,000 overall 1959). Color was far back in the pack with about \$15,500 in sales.

But Chaddock wouldn't be without color TV; because, like Frank DeStefano 80 miles up the coast in Stuart, he's got an eye on tomorrow.

Bell Electric displays color in good representation, using each of its three stores as a display "module," with two different models on the floor at each store. This gives Bell salesmen a total display of six models and three or four finishes to work from.

Bell promotes color, but periodically, when the season warrants. Ads are pitched to the color standbys—World Series, football, Christmas. Admitting his color advertising is not heavy, Chaddock points out the importance of a volume operation allocating its ad money with great care and on the basis of dollar return.

Bell sells color chiefly through what might be called "controlled home trial." Long ago, Chaddock and his sales manager, H. D. Goodridge, learned the devious ways of the trial chiseler out to get free color for a few days. Now, before a no-strings trial will be considered, the prospect is very carefully qualified as to ability to pay, degree of real interest in color and anticipated method of payment. Even at that, Chaddock is no champion of the cold trial, much prefers his men to get a deposit, have the pros-

pect sign a sales slip, and send the set out "subject to satisfaction during trial period." When the store has to resort to straight trial, the user must sign the delivery ticket.

Before a set goes out on either form of trial, Goodridge sets up a "rendezvous" with a local RCA Service Co. installation truck and a Bell Electric delivery truck at the prospect's home. Bell's men deliver the set, uncrate it, antenna it, plug it in and give a rundown on tuning. Sometimes simultaneously, and within an hour at the most, an RCA Service Co. technician arrives to test, converge and fine-tune the receiver. Says Chaddock, "Performance that first night is the key to closing most trials."

Shortly after installation, a Bell salesman is on the phone, making sure the set is in and operating. Within 24 hours, he's knocking on the door, partly to answer early questions, but principally to close. If he strikes out the first day, he's back the second. On the third day of the trial, he knocks again—this time to close or arrange for the pickup.

Bell doesn't service color, although five of its 30 service personnel are TV techs, and three of its 15 trucks are for television exclusively.

Chaddock prefers to leave the firm's color work to RCA Service Co.'s Lauderdale branch. A good, wide-ranging color service operation, he feels, would require a specialized two-man team, and Bell's present color volume wouldn't support it.

"The service company here does a fine job," he remarks, "and, as a dealer, it's nice to be able to sympathize with your customers' service problems."

Color butters the bread of neither DeStefano nor Chaddock. Yet it occupies an important place in each store, for both consider it the key home entertainment product of the future.



# MILLION DOLLAR MOTHER'S DAY!



## Never before

a million dollar Mother's

Day—for you, from Westinghouse! We're spending a queen's ransom on a "never-before" campaign of new gift products, national and local advertising, and unique retail promotion and services. We'll help to make 1960 Mother's Day gift sales the biggest in your history. Flip this page. See how a million dollar mixture of creativity and common sense will work wonders for you!

## Westinghouse INNOVATIONS in Portable Appliances



## Never before product at a never-before

price—the new Westinghouse Spinjet—two vacuum cleaners in one! We've combined canister ease and upright beating action in one clean-sweeping, news-making, low-priced beauty of a cleaner. Bound to create a commotion on the market because it's new, unique—and most of all, because it's a product that fills a real need. Ask any housewife! Make room for the new Spinjet display in your store, and expect the kind of action that makes cash registers ring. The new Spinjet Cleaner—another happy example of Westinghouse product innovations for you in 1960!

# Westinghouse INNOVATIONS in Portable Appliances



# MOTHER'S DAY!



## Never before

idea in fry pans — the new Westinghouse Buffet Fry Pan that makes all others obsolete. Everything about it makes for easy selling: twin handles replace the awkward, old-fashioned single handle—make this fry pan easy to store, easy to carry, and easy to use. Cooks complete meals—and, like all Westinghouse Immerse-A-Matics, dunks in water for easy washing, too. Every housewife in town will fall for this big, beautiful pan — who could resist such an attractive product story! Another example of Westinghouse creative common sense — and just one in a series of product innovations for you in 1960!

**Westinghouse** INNOVATIONS in Portable Appliances

# MILLION DOLLAR

Coast-to-Coast TV!

*Desilu Playhouse*

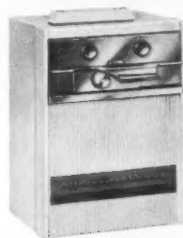
Sunday  
Supplement Campaign!

**This Week**  
MAGAZINE



# Never before

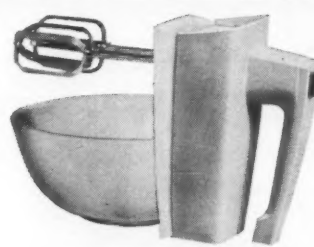
Plus  
big gift  
items!



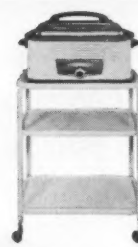
**ELECTRIC CAN OPENER**  
Fastest growing gift item  
in the business today!



**SPOUTLESS COFFEE MAKER**  
Newest and best—for  
brewing big profits!



**PORTABLE MIXER**  
Best looking mixer that  
ever whipped up a fast sale!



**ROASTER OVEN** with special  
offer **MOBILE CART**—  
watch the profits roll in!



# MOTHER'S DAY FOR YOU!

**Daily  
Newspapers, too!**

Big color ads with  
Dealer listings!

**Sensational  
Radio Spots!**

Concentrated power!

**Powerful  
Local Promotions!**

Ads, displays, traffic-builders!

a year's worth of advertising for Mother's Day! We've concentrated our strength on 2 great new Westinghouse products: the Spinjet Cleaner and the Buffet Fry Pan. And we're going to spread the big news to every mother (and gift-buying family) in the country. Watch for powerful Westinghouse TV commercials on the Desilu Playhouse. Big color ads in This Week and in independent Sunday supplements. Key city newspaper insertions. A giant spot radio campaign. Plus, of course, an extensive local dealer ad program! Westinghouse goes all-out to help you sell appliances profitably—not only for Mother's Day, but throughout 1960. Get your share of the action. Call your Westinghouse distributor today!

## Westinghouse INNOVATIONS in Portable Appliances

# Rodriguez LOOKS AT THE NEW STORE



"Is that what you meant when you said 30,000 people go by here every day?"



"Since you're going to work in the new store, Ryan, I want you to get in on it from the beginning. Get some work clothes on and report to the construction foreman . . ."



"I don't think this is the suburban clientele they had in mind . . ."



"I don't like the looks of this a damned bit, Max."



"Hello, Atlas Distributing? Say, I don't like to pester you people every day, but . . ."



# NEW PRODUCTS

## FEATURES THIS WEEK

Thermador eye-level range • Youngstown dishwasher • Westclox clocks • Ben Hur freezer • RCA radio kit • Motorola 1961 TV and portable radios • Electro-Voice, Magnus organs • Mathes TV center

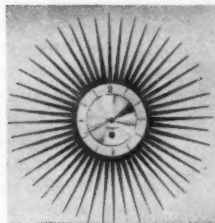
### YOUNGSTOWN

#### Portable Dishwasher

"Glide-Away" portable dishwasher is completely portable and automatic; it automatically power-washes, power-rinses, power-dries up to 9 standard NEMA settings; can be rolled to table, loaded, then rolled to sink for washing; no pre-rinsing of even greasy pots and pans. Dishes can be stored in dishwasher. Easily connected to any sink faucet by means of adapter couplings and pressure resistant hose; uses only 7 gal. hot water per load; hot water is continuously surged over dishes; complete wash, rinse and dry cycle takes only 34-min., can be stored under work-counters when not in use in less than 2-ft. wall space. Youngstown Kitchens Div., American Radiator & Standard Sanitary Corp., Warren, O.



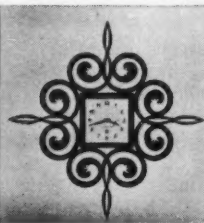
YOUNGSTOWN "GLIDE-AWAY" DISHWASHER



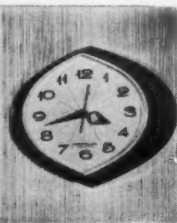
"ATHENS"



"TAMBOURINE"



"SCROLL"



"SONNET"

### WESTCLOX Clocks

Westclox announces 5 decorative electric clocks: "Athens" sunburst, 20-in. diam., embossed brass numerals, silver-colored background, gold-colored spires and case.

"Camden" wall clock with diamond-leaf modern design, gold with silver. "Scroll" has clear plastic lens over silver-colored dial, 22 in. from tip, high impact scroll design.

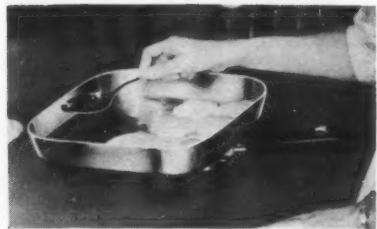
"Tambourine" is 8-in.-diam. round kitchen clock with raised chrome ring of numerals; wrap-around plastic crystal; front-mounted setting knob; white, yellow or nutmeg.

"Sonnet" is kitchen clock with 3-dim. easy-to-clean dial; raised numbers; front-mounted setting knob; sweep second hand; yellow, white, pink.

Price, from \$24.95 for "Athens" to \$5.98 for "Sonnet." Westclox Div. General Time Corp., La Salle, Ill.

### SUNBEAM Frypan

Sunbeam frypans feature a new "Lite-Fry" lever which elevates pan to the correct cooking angle for pan-broiling without fat. The frypan automatically drains excess fat from bacon and other fat foods; also makes basting eggs extra easy. Available on all Sunbeam controlled even heat and Sunbeam automatics with removable heat control. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50.



### NUTONE Ceiling Heater

NuTone's close-fitting ceiling radiant heater with square-mesh grille surface mounted unit extends only 3½ in. from ceiling; special grille pattern permits maximum heat radiation and diffusion with no drafts or cold spots; quiet fan pulls air through the center and disperses infrared heat around outer edge. No. 9290 has armored type element.

Price: \$26.95. NuTone, Inc., Cincinnati.

### BEN HUR Freezer

A 12-cu.-ft. upright freezer has been added to Ben Hur's 1960 line.

This space-saving model holds more than 420 lbs. Features include a snowflake safety-light that shows red when things are right, if temperature rises above safe operating temperatures the light goes out; magnet door seal with a permanent magnet in the door gasket gives firm closure; no-coil on back for hug-the-wall installation; the coil is located at bottom; each shelf of this model AU 12 is fully coiled for twice as fast freezing and greater temperature uniformity in all areas; Handi-stor door shelves.

This new model also features Desert-Dri construction and quiet operation; all inside heat is expelled through outside wall; coils from top



to bottom are bonded.

The new unit is 61 in. high, 27½ in. wide with overall depth of 32 in.; its 4 shelves have a total of 13.63 sq. ft.; weighs 320 lbs. Ben Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.

### RIVAL Meat Slicer

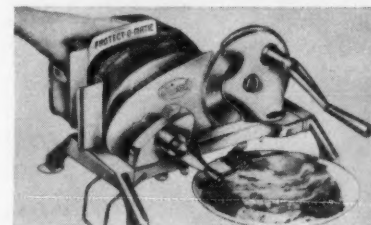
An easy-to-clean Protect-O-Matic meat slicer that can be completely disassembled and reassembled in less than 60 secs. is featured by Rival. Available in hand-operated and electric-powered models, it comes completely apart and can be compactly stored in a drawer; especially adaptable to small homes or apartments.

The "Protect-O-Guide" food clamp protects operator's hands at all times when slicing foods; it permits slicing extra long roasts, bacon slabs, sausage, cheeses, bread, without pre-sectioning. Clamps are provided with each slicer. The overhead clamp is used for slicing larger foods longer than the width of the foot platform. A "spur" clamp is used when slicing small pieces or ends.

"Protect-O-Stop" bracket supplies

powerful suction cup to assure steady slicing. Other features include a handy built-in blade lifter which flips out for safe holding of blade for washing. The slicers have thickness gauge, regulator handle from ¼ to ¾ in. thick; stainless steel serrated blade 6½-in. diam.; removable power unit. Available in 6 models, 3 hand and 3 electric.

Price from \$19.95 to \$79.95. Rival Mfg. Co., Kansas City 29.



### THERMADOR Range

Lectro-Host "free-standing range with built-in look" fits within 40-in. width; is available as a true "built-in" fitting into framed opening, or as a wall-hung unit. This cooking center combines 2 eye-level bake and broil ovens with white porcelain interiors, and 4-unit lifetime stainless steel cooking top with hinged drop shelf and 38x22-in. work-surface. Optional is a base cabinet and a kitchen exhaust blower with hood to serve entire kitchen. Has 360 cfm delivery, stranded aluminum filters that slip out for cleaning. The 10.2-cu.-ft. cabinet has 2 slide-out wire rack shelves.

Other features include removable heavy duty rotisserie, Broilostat control; automatic time control; separate oven thermostats; 2 appliance outlets, (one-timed); Speed-Matic and a

thermostat-controlled Thermo-Matic element. Grey-beige finish.

Prices, Free-standing, \$599.50; exhaust, \$99.50; base cabinet, \$65. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22.



### MOULINEX Dual Purpose Grinder-Blender

This dual purpose grinder-blender grinds coffee, pepper corns, nutmeg, nuts, dry beans, poppy seeds, etc., from coarse to powder fine, with the dry food grinding attachment.

It also blends liquids and semi-solid foods, purees, mixes batters, aerates juices and soups, blends sauces, puddings, relishes with the liquid blender bowl attachment.

Basically it consists of 2 attachments for use with a single 200-w motor base that operates on ac, 50 or 60 cycles, or on dc.

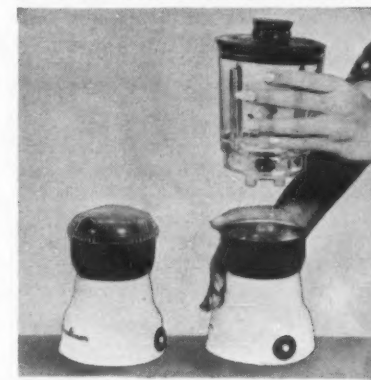
Features of the base include a pushbutton safety switch.

It also features a compact design which takes little or no space, and it weighs only 2¼ lbs.

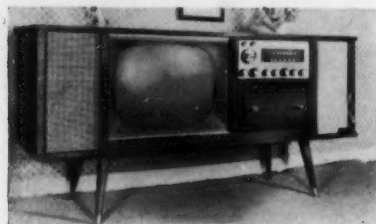
Guarantees for 1 year are provided with each unit.

Price, \$17.95 complete with the 2 attachments. Varco, Inc., 91 Broadway, Jersey City 6, N. J.

MOULINEX GRINDER LEFT, BLENDER RIGHT







### MATHES Entertainment Center

This home entertainment center combines stereo phono with a 21-in. TV and AM-FM radio with provisions for multiplexing. Contains 6 matched hi-fi speakers with cross-over network, 2 sets of 12-in. woofers, 8-in. mid-range speakers and 3-in. tweeters (speaker system reproduces entire audible range).

Aluminized 21-in. tube has 20,000-v hand-wired chassis, 19 tubes including kine, rectifier, crystal diode; lighted tuning, built-in antenna; push-pull on-off, stay-set loudness control; chromatic no-glare optical filter; keyed agc; automatically adjusts from strong to weak signals; provision for UHF; guided grid-tuner; 2-stage video amplifier; 3-stage IF.

AM radio plays through 6 speakers on single or dual channel; FM has full band fidelity with single or dual channel reception through all speakers. Hi-fi record player for monaural or single or dual channel. Stereo phono provides 3-dim. natural reproduction. Dual channel amplifier has negative feedback, precision resistors, capacitors, transformers, etc.

Price, \$399.95 with bookcase in matching oiled mahogany and 23-in. TV. Curtis Mathes Mfg. Co., Dallas, Texas.

### MAGNUS Spinet Organ

Newest Magnus electric chord organ is the "Magnus Serenade Spinet" featuring a full 37-note keyboard plus 14-chord buttons and exclusive Mag-

nus "Vibra-Tone" non-corrosive permanently tuned reeds.

Encased in a fine grained, piano-type cabinet, the "Magnus Serenade Spinet" has a front mount "on-off" switch and light; instantaneous key and chord action; variable tonal pitch never affected by humidity or temperature; response to striking a key is instantaneous, so there is no noticeable lag of tone behind each key depression; new feature is the foot pedal which not only acts to diminish and increase sound but also incorporates tonal control, allowing tones struck to be sustained and broadened.

Equipped with numbered keys and lettered chord buttons, the new Spinet follows the same play-in-minutes pattern of all Magnus models.

Available in blonde, walnut or mahogany finishes. Magnus Organ Corp., 100 Naylor Ave., Livingston, N. J.

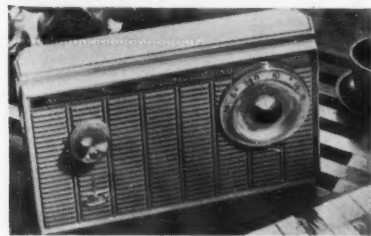


### MOTOROLA 1961 Portable Radios

A new line of 7 portable radios all with longer battery life, greater audio output power, improved tone and new styling is announced.

No. XT18 top cordless model, designed with a unique disappearing handle which converts it to a fine table radio, can be used as a portable or as a table radio where a cord

MOTOROLA TABLE RADIO XT18



is not feasible or is unattractive.

New circuitry embodies 2 separate audio transformers which are used in conjunction with 6 transistors and a full 4-in. speaker to produce 330-m output; powered by 2 battery packs that are not hooked in series but operate in parallel so that each battery is operating only about half strength, tripling battery life; can be operated for 8 hrs. a day, 7 days a week for 37 wks.; high impact-resistant Styron in ivory and blue.

Leader X14, a 6-transistor unit in black, white, red or blue Styron, has 6 transistors powering a new larger speaker; improved circuitry that provides 100 hrs. playing—2½-times greater than other small radios; delivers 65 m power and features push-pull Class B amplifier, vernier tuning

### VOCATRON Wireless Intercom

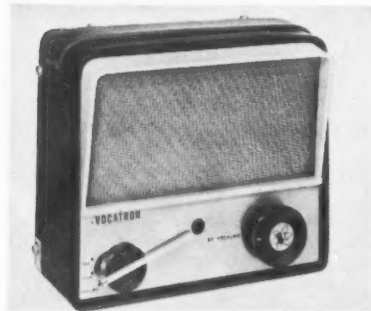
The Vocaline Co. of America announces an improved, newly styled intercom, the Vocatron CC-60. An efficient intercom system can be established in the home, office or other

locations with this unit, without need for conventional wiring and installation procedures.

It simply plugs into any ac outlet, and as many units as may be needed can be used for each. Vocatron is a self-contained master unit capable of originating and receiving calls.

Among its features are a patented "silent-aire" squelch circuit to filter out unwanted noise, assuring complete silence in standby; a "press-to-talk" switch that can be locked in place, permitting user to speak over unit without holding switch down for an extended period; less current required than for 30-w bulb.

Styled to blend with any decor in home or office; measures 3x8x6 in. Price, \$109 a pair; additional units may be purchased for \$54.50 each. The Vocaline Co. of America, Old Saybrook, Conn.



### MOTOROLA 1961 TV Line

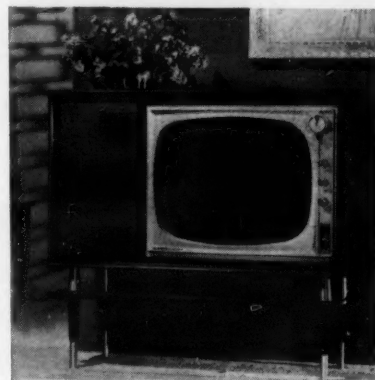
Six 1961 21-in. TV sets announced by Motorola feature: 20,000-v picture power; 4 wafer cascode tuner; horizontal hand-wired chassis; easy-to-read channel indicator; tube sentry control; accessible up-front controls.

No. 21T73 21-in. set has squared-off styling; diecast overlay over tuner control; visible channel numbers; mahogany or walnut metal cabinet, blonde oak or neutral bronze.

Console No. 21K150 has wider bezel; speaker grille slanted up; same chassis as above. Swivel base 21K151, mahogany, walnut, blonde oak.

No. 21K152, cherrywood Early American styling has galley rail, turned spool legs for American provincial.

No. 21K153, lowboy has magazine rack separated from set by brass ferrules; mahogany or walnut or in blonde



MOTOROLA LOWBOY 21K153

oak; turned legs and galley rail.

Prices, from \$189.95 to \$299.95. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.

### ELECTRO-VOICE Organ

Electro-Voice announces 2 electronic organs: Baron and Baroness in cabinets designed by Paul McCobb.

Baron features a dual control that switches keyboard from manual to chord accompaniment; a shortened 2-mantial keyboard of 32 keys in upper register and 17 keys or chords in lower; 6 voices (diapason, cello, flute, oboe, violin, strings), individually or in combination.

Baron, a console type, features a hi-fi loudspeaker and tone chamber, a 13-ft. pedal bass and a dynamically balanced swell shoe.

Baroness eliminates console base, foot pedals and shoe, has specially designed speaker inside cabinet.

Both have polyphonic note construction; standard size organ keys of Implex; continuously variable tremo-

lo control; variable level control; auxiliary output to hook up to a hi-fi system; walnut, mahogany, fruitwood or ebony finishes.

Price, Baron, \$545; Baroness, \$445. Electro-Voice Inc., Buchanan, Mich.



with a magnified dial scale; ferrite rod antennas.

X15 has camera-type appearance; front of model is of die-cast, chrome-plated zinc; chrome-plated mesh forms grille; stainless steel easel opens to form base for set; controls located on the top so unit can be tuned without actually removing it from the pocket. Black, grey, blue and pigskin Styron.

X16 features a 2-tone Styron case with polished and brushed anodized aluminum overlay; has 200-hr. battery life; ferrite rod antenna with 7-transistor chassis requires only 175-m incoming signal vs 350 for minia-

X17 has a 60% larger speaker plus a unique styling; brown, blue or red; features an 8-transistor chassis with 3 complete IF stages which filter and amplify signal 3 separate times; 2

separate audio transformers to give fine tone and performance.

X19 is styled with a front of diecast zinc, plated nickel and finished in 21 k gold; speaker grille of black anodized aluminum with camera styling; 8 transistors are used in chassis which includes a new battery-testing feature: a small button concealed in the set tells user when he is on last 10% of battery life—valuable to those who intend to be away from battery supply sources.

L-20, The Ranger, employs the same cabinet that it used last year but features improved circuitry for added performance. Employs Motorola rotating antenna which allows user to position antenna rather than the radio for best signal reception.

Price, from \$24.95 to \$54.95. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.

### RCA 2-in-1 Radio Kit

RCA announces a new transistor set that doubles as an automobile or portable radio. A dual purpose kit enables an auto owner to install his own transistorized radio on the car dashboard. Mobile pack contains a small 6-transistor radio No. T-1, a chrome-plated vertical antenna, dashboard bracket, generator condenser and ignition suppressor in a gift box.

A small bracket clamps to dashboard with a single thumbscrew; radio snaps into place and becomes a built-in radio without attachment of antenna or power supply wires.

A sturdy antenna fitted with a 3-in. heavy rubber suction cup can be installed anywhere on car, or hull of boat; a 7-ft. weatherized lead-in wire connects the antenna with the dashboard bracket which also has a fer-

rite-rod antenna built into the head. Has a "high T" circuit, 3½-in. speaker and earphone jack; operates on standard flashlight batteries; non-breakable "Impac" case in 3 color combinations.

Price, \$59.95 complete. RCA Victor Radio Corp. of America, Camden, N.J.





**Product:**

PHILCO,  
Air-Wrap Refrigerator

**Company:**

PHILCO,  
Consumer Products Division

**Agency:**

BBDO

**Marketing Problem:**

Winning quick consumer acceptance of an important new refrigerator development



**AUGUST 1959** — Philco's V.P. Marketing, Henry E. Bowes, confers with Advertising Manager John Kelly, BBDO's John Bunch and Good Housekeeping's Ed Gillin on sales strategy.



**OCTOBER 1959** — Performance characteristics of new "Air-Wrap" development are studied, data submitted to Good Housekeeping editors and engineers for evaluation.



**JANUARY 1960** — Refrigerator is investigated in Good Housekeeping's own engineering laboratories, then checked out thoroughly by home economists under home use conditions.



**FEBRUARY 1960** — Philco "Air-Wrap" lives up to all its claims; proves to keep meat, vegetables, leftovers fresh for 11 days or more! Earns Good Housekeeping Guaranty Seal for its performance.



**APRIL 1960** — More than 12,350,000 readers will see the issue carrying the news of Philco's revolutionary "Air-Wrap" refrigerator; merchandising promotion will build traffic for dealers.

**"Good Housekeeping is essential in our marketing plans because it reduces the cost and time of selling our PHILCO products..."**

—HENRY E. BOWES,  
V.P. Marketing, Philco

**PHILCO GOES WITH THE FIRST!**

Philco's campaign helps point up Good Housekeeping's continuing leadership in its field. In 1959, **FIRST** in advertising pages, **FIRST** in editorial pages, **FIRST** in dealer and Department Store advertising tie-ins.

Important reasons why Good Housekeeping is **FIRST** on so many schedules!



"We have selected Good Housekeeping to carry this unique 'Air-Wrap' story because of Good Housekeeping's influence on the buying habits of millions of American women. Good Housekeeping creates a climate of confidence for our products and, therefore, is an essential part of our 'Air-Wrap' Marketing Program."

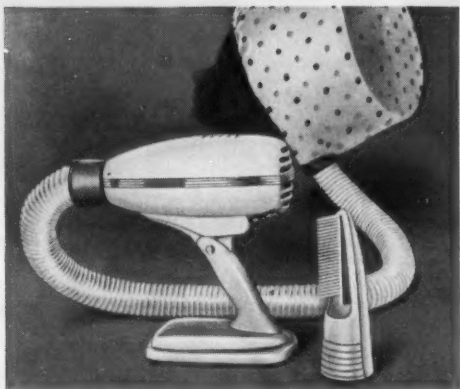
—H. E. BOWES

**MARKETING PROBLEM?**

**Let our experts help.**

Our editors and the technicians who staff our Institute are in daily touch with market developments in every field. With other members of our Marketing Committee they will consult with any responsible manufacturer or agency.

# NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! **Hood 'n' Comb Hair Dryer.** Only hair-dryer with unique comb-dryer attachment that blows warm air right through the comb. Hood, comb, hose, dryer... a complete home hairdressing salon... the biggest package on the market. Available in pink or blue. Suggested retail: \$19.95.

**RONSON**

One year free service on all Ronson products. 77 national service outlets.  
Ronson Corp., Woodbridge, N. J.

There are  
**plus profits**  
in Paragon  
appliance  
timers



Write:

**PARAGON  
ELECTRIC COMPANY**

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

**THIS BRAND  
OPENS  
NEW FRONTIERS  
FOR PROFIT!**

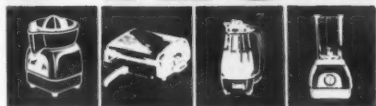
**HOMEMADE ICE CREAM FUN  
MEANS EXTRA PROFITS**



Electricity does the work—to build new sales for you in an unsaturated market. "Do-it-yourself" ice cream is a real thrill for the kids. This #2234 Silnex freezer makes 1 to 4 qts. Old fashioned natural wood bucket, copper & black trim. Retail \$36.95

specialize in profits with  
Silnex appliance specialties

**SILNEX**



The Silnex Co., 6333 W. 65th St., Chicago 38  
In Canada—The Silnex Co., Ltd., Iberville, P. Q.



## LAWRENCE P. A. Amplifier

"Road Commander" transistorized mobile P. A. amplifier delivers a crisp, clear audio signal instantaneously; requires no warmup; unit is off until microphone "push-to-talk"

switch is depressed; input for 2-way radio allows "Road Commander" to amplify messages outside vehicle; adjustable gain control for microphone and radio inputs; entire case insulated from ground; microphone receptacle located on front panel; power leads, speaker output and radio input on rear panel; 25 watts audio output; weighs 3 lbs.; equipped with RC-100 flat contour speaker for use on top of vehicle; will not block flashing light; can be centered between flashing lights; wide angle coverage; all-weather operation; polyester fiber glass projector; special super power driver with 100-watt peaks; also RC-101 concealment speaker for use on unmarked cars mounted between grille and radiator or on fender; immune to humidity, etc. **Lawrence Inc., Box 5106, Seven Oaks Station, Detroit 35.**

## LAWRENCE Megaphone-P.A. System

This portable 25-watt megaphone and public address system with talk-back device, No. PRC-2425, is self-con-

tained, and is equipped with a transistorized amplifier for low distortion ruggedness, dependability, instant warmup; frequency range is 400-5000 cps—3 db at full output.

At flip of knob to "listen," it becomes a directional listening device; plugged into any hi-impedance tuner, phono or tape recorder, it becomes a complete portable music entertainment system. Voice can be projected over the music by flipping knob to "talk," pressing microphone button; music program is reduced by 6 db, while the voice is heard over the music; when button is released, music is automatically restored. Weighs 13 lbs. with 4 lantern-type batteries.

This hand-held, dynamic microphone has controlled response curve for maximum intelligibility of speech. **Lawrence Inc., Box 5106, Seven Oaks Station, Detroit 35.**



## IMPORT . . . JOBO Hi-Fi Record Player

A Dutch firm, "Jobo" N. V. Amsterdam, Holland, produces a record player with pickup arm provided with ball bearings, which is fully balanced, horizontally and vertically. As a result, records and styluses are subject to less wear, the pickup does not leave the groove, even when tilted to 60-deg. angle; stylus pressure can be read from the arm and spring-adjusted to 0-, 3-, 6-, 9- or 12-g; pressure is practically the same on either side of V-shaped groove.

Made of anti-magnetic material, it is driven by a 6-pole low-speed, high-torque motor with a rubber belt, for "wow," "flutter" free reproduction.

A stroboscope, or revolution counter, beneath table allows owner to check proper speed through a mirror in mounting plate and correct it.

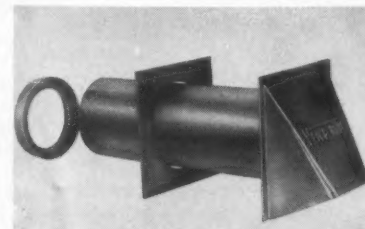


Netherlands Trade Commission, 551 5th Ave., New York.

## ASSCO Vent-Hood

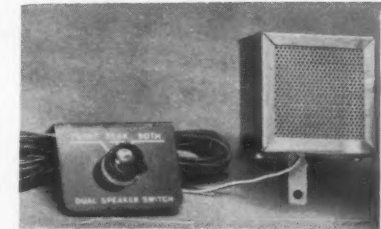
Vent-Rite 4N3 is an all-weather dryer vent-hood assembly. It has a 4- to 3-in. converter that fits all sizes and makes of automatic dryers.

It cuts by 30% the need for heavy stock inventory now required by hardware wholesalers and retailers and eliminates running out of stock on a particular size. **Automatic Service Supply Co., 17225 Sherwood, Detroit 12.**



## MINI-SPEAKER

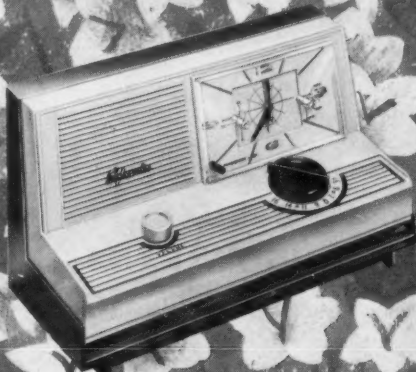
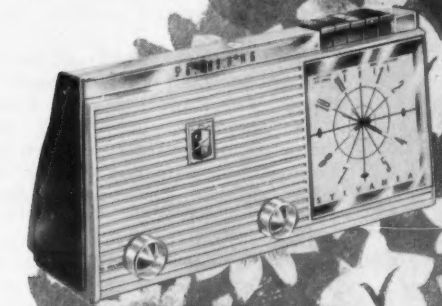
A companion unit for any home or car radio, this speaker is designed to provide stereo-type sound to conventional radios; it can be clipped or screwed onto any ledge, shelf, wall or recess without extra parts. In chrome, measuring 2 1/4 sq. in., it comes with a 3-way control switch for single or dual operation. Prewired, it retails for \$7.95. **Trade Mfg. Co., 2024 S. Wabash, Chicago 16.**



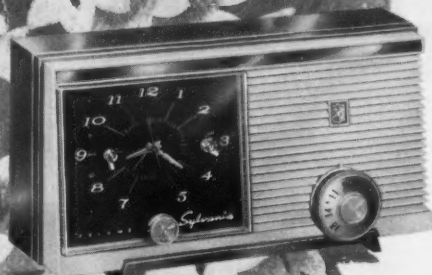


**THE SKY LIGHTER!** Model 5C13: a super de luxe radio with push-button controls. Sweeping panoramic dial, long-distance chassis, precision Westclox timer, chic slimline styling. Full feature clock complete with automatic on/off, handy sleep switch, delayed alarm, appliance outlet.

**THE WALTZ TIMER!** Model 5C10: a pace-setter in its price class. This de luxe clock radio features top-notch tone and precision Westclox\* timer. On-off operation, popular sleep switch and delayed alarm. Built-in antenna.

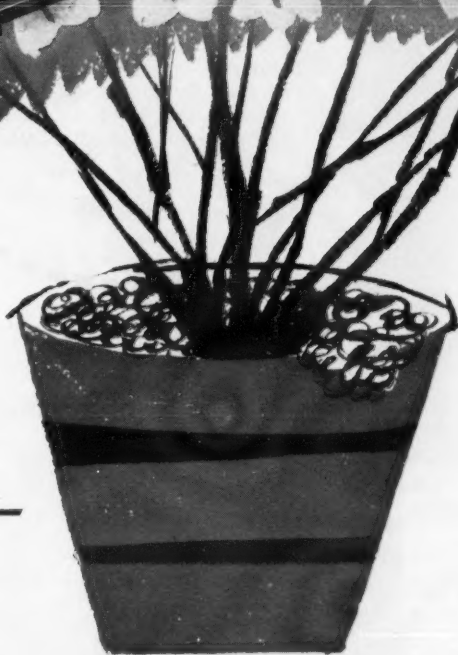


**THE NIGHT LIGHTER!** Model 5C12: a super de luxe clock radio complete with glowing Panelescent lamp, the exclusive dial-face lamp that serves as a comforting night light. Includes automatic on/off accurate Telechron\* timer, with popular sleep switch and delayed alarm. Appliance outlet.



**THE TEMPO TIMER!** Model 5C11: a de luxe model in the slimline series with tone-master radio and precision Westclox timer. Features on/off operation, sleep switch and delayed alarm. Appliance outlet. Color-molded cabinet resists heat and impact.

Best  
Bloomin'  
Sellers—



Sylvania clock radios were sold out in 1959—and they're selling bigger than ever in '60. They come with five advanced features designed to sell: soft Panelescent® illuminated clock dial and night light, silent accurate timer, push-button controls, appliance outlet, and a gentle buzzer alarm. For the best bloomin' profits in clock radios, call your Sylvania distributor. Sylvania Home Electronics Corp., Batavia, New York.

\*T.M. Clock manufacturer

# SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



### No More Backseat Driving For Two Whirlpool Dealers

They're proud owners of brand-new MG sportscars—two-seaters.

The cars were top prizes in a Whirlpool awards program during the company's national air conditioning dealer business meeting in Las Vegas, Feb. 22-March 4.

In the picture at right one of the air conditioning dealers, D. A. Bostic, Lauer and Gross Co., York, Pa., accepts keys to his classy wagon from L. W. Howard, general manager, national advertising and sales promotion. The grinning lady? Mrs. Bostic, of course.

The other winner was Barkely Travis, Hickman, Ky. He is associated with the Hickman-Fulton Rural Electric Co.



### CAN YOU USE?

If you stock tape recorders, you might be interested in the "Robins M/M Tape Recording Head Reference Guide," priced at 50 cents, but available free in a series of deals to distributors and their service dealers. The book lists specs and illustrations on record/playback and erase heads, two- and four-track stereo and two-track monophonic, for more than 25 brands. Write: Robins Industries Corp., 36-27 Prince St., Flushing 54, N. Y.

Want to know "Why Women Choose Electric Cooking?" Hotpoint has put out a pocket-size booklet on just that subject. Dealers can use the offering for sales promotions, handouts and stuffers.

Customers color-blind? Let an expert choose their kitchen colors for them. Lee Childress, well-known color specialist, cooperated with major manufacturers to turn out Youngstown Kitchens' "Color Selector Guide." The booklet shows actual samples of Youngstown Kitchens cabinet finishes on tabbed pages. Coordinated with these finishes are 12 complete decorating schemes, including matching or contrasting curtains, paints, wall coverings, floor tiles and countertops, all identified by brand names, all represented by samples. The "Color Selector Guide" is neatly boxed, easy to carry. It's available through local Youngstown Kitchens representatives.

"Know Your Electric Range" EET's home service committee is urging in its revised educational booklet. Some of the subjects covered in the manual, aimed at school audiences: Baking, roasting and broiling times and techniques, built-ins.

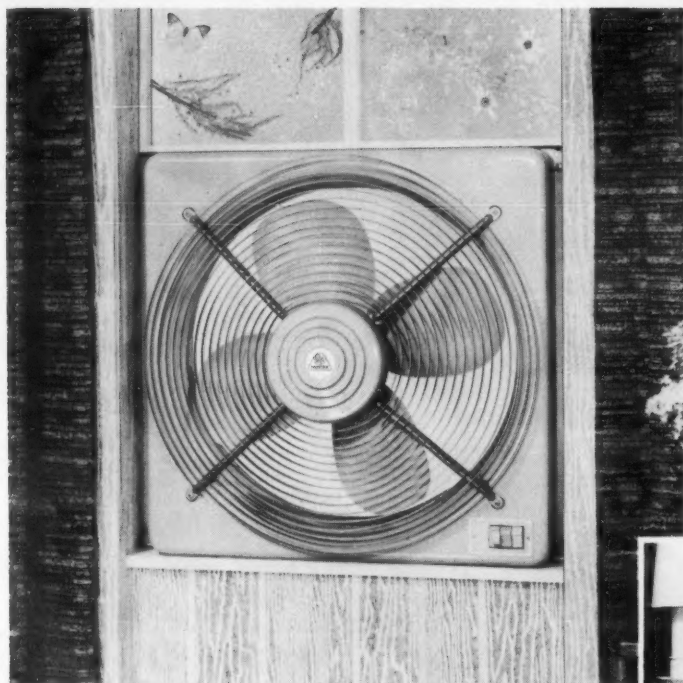
Flashy light bulb display unit from Duro-Lite Lamps, Inc., North Bergen, N. J., is topped with a riser card with a die-cut area for a flashing bulb. Duro-Lite offers two different assortments of bulbs packed in the carton, which also includes a giveaway booklet.

Thimble with no frost is attached to a colorful card which is available to Gibson dealers for handouts or direct mailings. The gimmick: "You won't find a thimble-full of frost in a lifetime" in Gibson's "Frost-Clear" freezer.

Light sources in the home—from tinted bulbs to sun lamps—are covered in a Westinghouse lamp division booklet, "Light Bulbs and Fluorescent Tubes for the Home." The brochure is intended as a non-technical guide for Westinghouse distributor sales personnel and agents, retail dealers and electric power companies. Cost: \$3 per 100 copies. Write: Advertising Department, Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

Cures for what ails your service department are the subjects in a Whirlpool booklet, "The 8 E's for Service Performance." "Though the booklet has been developed specifically for RCA Whirlpool dealers, information it contains applies equally to every size and type of servicing operation," said Robert P. Lewis, director of consumer relations for the company. Copies are available from RCA Whirlpool distributors.

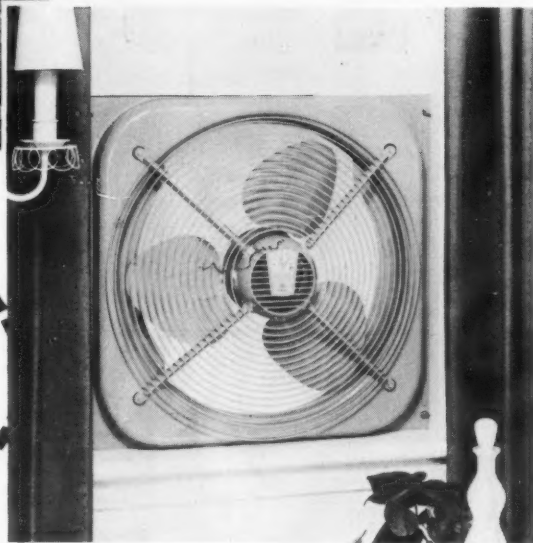
## R&M-Hunter gives you both QUALITY and PRICE in window fans



### Highest quality DELUXE WINDOW FANS

These are the finest window fans ever made by R&M-Hunter. Beautiful modern styling with special safety grille. Two-speed, electrically reversible with rocker switch and thermostat control. Weatherproof, capacitor-type motor. Telescoping window panels. U. L. listed. Guaranteed 5 years. 18" and 22" models.

RETAIL FROM  
**\$64.95**



### Low-Priced ZEPHAIR WINDOW FANS

Although priced for volume sales, these 20" R&M-Hunter Fans are quality-built with choice of such popular features as two-speeds, electrically reversible, thermostat control, capacitor-type motors. U. L. listed. Smartly finished in soft jade baked enamel.

RETAIL FROM **\$34.95**



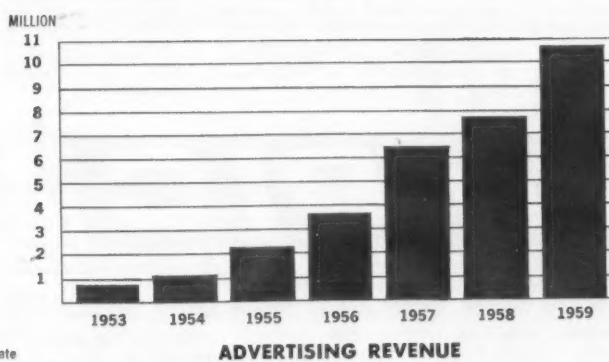
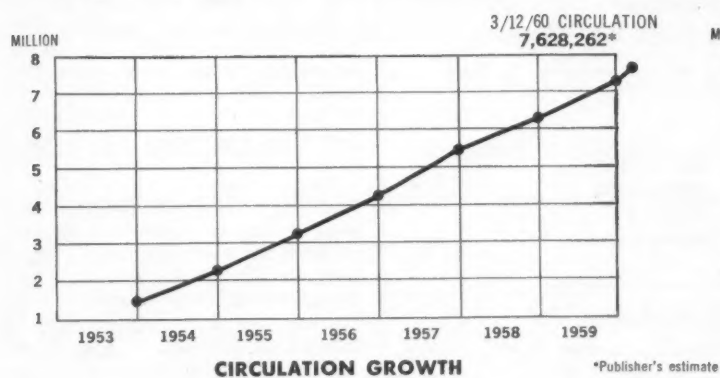
For catalog and prices, write  
**HUNTER DIVISION-ROBBINS & MYERS, INC.**  
2500 Frisco . . . Memphis 14, Tenn.

R&M-Hunter makes a complete line of fans in all styles and price ranges.





"...with circulation over 7½ million and ad revenue up 37%—they've got a headstart on another leap year..."



JAN. & FEB. 1960  
AD REVENUE 37%  
AHEAD OF 1959 PERIOD



## PEOPLE in the NEWS



**Fred Maytag II**  
of Maytag



**G. M. Umbreit**  
of Maytag



**E. G. Higdon**  
of Maytag



**G. D. Kirtland**  
of G-E



**W. J. Foster**  
of Roper

**General Electric Co.**—Grayson D. Kirtland has been appointed merchandising manager for the company's automatic blanket and fan department. His office will be located in Bridgeport, Conn.

**Maytag Co.**—Fred Maytag II was

named chairman of the board and chief executive officer at an organizational meeting of the company board of directors. George M. Umbreit succeeds Maytag as president. In other changes, E. G. Higdon became executive vice president and treasurer, N. C. Carlsen, comptroller.

**Thor Power Tool Co.**—Peter Rebechini, chief electric tool engineer for the past two years, has been named chief engineer of the company's Aurora works in Aurora, Ill.

**Fedders Corp.**—Constantine Keen has been named credit manager for

the Maspeth, N.Y., air conditioning manufacturer. He will be responsible for credit transactions involving all the company's divisions and plants.

**Motorola Inc.**—Lothar Stern has joined the company as a member of the public relations department. He has been electronics editor of "Popular Mechanics Magazine" since 1955.

**The Firestone Tire & Rubber Co.**—Walter Cleland, Cleveland district sales manager, has been named manager of company stores. He succeeds H. L. Houst, who recently was transferred to the real estate department.

**Geo. D. Roper Sales Corp.**—W. J. Foster has been appointed vice president and director of sales for the Kankakee, Ill., gas appliance manufacturer. He has been vice president in charge of the company's eastern division. And Harry Sahlin has joined the company as controller.

**Columbia Records**—Bill Levy has been appointed director of advertising and sales promotion. In the new position, Levy is responsible for the development of both trade and consumer advertising as well as sales promotion material.

**Blonder-Tongue Laboratories, Inc.**—Joseph M. Murray has been named assistant personnel director for the electronics manufacturer. He will handle employment activities.

**John Hayes & Co.**—John Hayes, former sales manager, national accounts, for Cribben and Sexton, has established a new manufacturers representative agency in Chicago. He plans to sell consumer durables through distributors in the building supply, housewares and appliance fields.

**Hotpoint**, a division of General Electric Co.—Richard Harwood has been appointed manager of advertising and sales promotion for the company's Chicago district. He was formerly advertising supervisor of the Los Angeles district.

**Landers Frary & Clark**—Two men have been named regional managers in the company's field sales setup. Karl F. Lepple, who has been responsible for electric housewares sales in California, is the new western regional manager. And R. C. Neilson, New York regional sales manager since 1944, is the new eastern regional manager. Both men will supervise the sales activities of the district managers within their territories.

**Rheem Semiconductor Corp.**—Two men have been appointed to new positions with the Mountain View, Calif., manufacturer. J. Gordon Schontzler is the new eastern regional sales manager, with offices in Englewood, N. J. And Robert E. Lorenzini has joined the technical staff.

**White Products Corp.**—Two new sales managers have been appointed for the Middleville, Mich., manufacturer. Gordon R. Leney will handle private label accounts for water heaters and water softeners. J. H. Ireland, as field sales manager, will supervise district managers.

sell Olympic

# GET ALL 3

more  
STYLE  
FEATURES  
PROFITS



Choose from  
116 Profit-Making  
Combos



THE MONTCLAIR MODEL KD218  
HI-FI TV WITH 3-D • HI-FI DUAL CHANNEL STEREO PHONO  
HI-FI AM RADIO... AM/FM OR SIMULCAST RADIO OPTIONAL

*...from the world's leader in combinations!*

#### MORE STYLE AT EVERY PRICE!

Sell them with pride... home entertainment centers that are centers of room decoration, too! Fine furniture stylings for every taste and locality: Modern, Contemporary, Early American, Danish, Provincial, Chinese designs, in Mahogany, Oak, Walnut, Maple and Ebony finishes.

#### MORE FEATURES IN EVERY COMBO!

Sell them with ease! Custom hand-wired, power transformer chassis! Dual channel hi-fi stereo! Hi-Fi TV with 3-D sound and "lights that sell" demo! Hi-Fi AM Radio... optional AM/FM or AM/FM/Stereo Radio!

#### MORE PROFITS FROM EVERY SALE!

Sell Olympic with sure profits, through the industry's most successful pricing-merchandising formula! Olympic builds in extra profits, with styling and features that sell! Olympic protects profits, with quality detail and customer-pleasing dependability!

# OLYMPIC

DIVISION OF THE SIEGLER CORPORATION

OUR SILVER  
ANNIVERSARY...  
YOUR BIG  
PROFIT YEAR!



Can Chrysler Airtemp  
distributors  
play baseball?

Can they!

On March 21, opening day  
of our 1960 Sales Slugfest,  
they ordered  
air conditioning equipment  
at the rate of

**A MILLION DOLLARS  
AN HOUR!**



We pitched (more than 450 long distance phone calls) and our good distributors hit (over \$10,000,000 in orders in one day). What teamwork! What a day! What a series!

To dealers everywhere this means that Chrysler distributors have a full line of fresh 1960 merchandise, are eager to do business, and are willing to be extra helpful. They're looking forward to a big year. You can be part of it.

We thank our distributors. Their confidence in Chrysler Airtemp products and their determination to make 1960 the greatest year in the history of the air conditioning industry are inspiring to every one of us.



Airtemp Division, Chrysler Corporation, Dept. P-40, Dayton 1, Ohio

*Paul M. Augmentation*

PRESIDENT

*Joe Ogden*

VICE PRESIDENT, SALES

# Your Price Tags May Have to Tell More

CONTINUED FROM PAGE 1

This idea came from Arnold Rosner, president of Robert Hall Clothes Co., the "low overhead" chain.

The requirement that itemization of interest and other finance charges be made on any credit transaction, rather than setting forth the total amount of finance charges. This suggestion came from Sen. Prescott Bush (R-Conn.).

Getting the Douglas bill out of committee promises to be a big order. There will be opposition, however tenderly expressed. But there is almost irresistible political appeal in the bill, which follows on the heels of the new law requiring

automobiles to be prominently marked with complete price information. The call for "simple interest" disclosure is designed to end the practice of expressing interest, for example, in monthly terms, which is considered misleading. It was pointed out that "3% a month on the unpaid balance" terms could amount to as much as 36% a year on the loan.

The primary purpose of the bill, according to Douglas, is simply to give consumers information which—according to some impressive consumer surveys—they all too often lack in appraising various installment types of purchases.

In political terms, opposition to the bill is almost impossible. As Sen. Wallace Bennett (R-Utah) put it, "You cannot be against this bill without seeming to be in favor of sin." Wallace, so far, is the only really outspoken critic on record.

Statements on the bill already furnished the Banking Committee by various federal agencies indicate some of the main points that will be made in testimony by both government and private business organizations.

William McChesney Martin, chairman of the board of governors of the Federal Reserve System, for example, is lukewarm. Martin says, "The board strongly endorses the

objectives of the disclosure requirements of the bill, but believes it would not be appropriate to vest the board with responsibility for administering its provisions."

However, Federal Trade Commission Chairman Earl Kintner, whose agency is primarily engaged in the regulation of trade practices, says he would "favor the principle" behind the bill, but "defers to the judgment and experience" of the Federal Reserve.

Jesse Wolcott, chairman of the Federal Deposit Insurance Corp., testified he "commends the objectives" of the bill—but considers it a subject "of doubtful propriety for federal legislation" and thinks the whole area should be left to the states.

By contrast, the Treasury Department endorses the bill in simple, direct terms, with no qualification.

So far, the committee has heard only favorable witnesses—representatives of the Better Business Bureau and government credit union spokesmen. One witness said he was "in favor of anything that will voluntarily restrain millions of families spending up to 40% of their income in installment payments."

When such statements are made, Douglas is quick to reassert his claim that the bill is not really intended to curtail or reduce the "volume" of installment buying.

There are those who warn the bill might have a recessionary impact on the economy. Some economists and bankers differ on this.

Dr. George Katona, professor of economics and psychology at the University of Michigan, is one who suggests that, temporarily at least, passage of the Douglas bill might have "adverse consequences on the rate of automobile purchases . . ." Katona's consumer research is relied on heavily by the committee to show that even among well educated, upper income families, there is woeful lack of knowledge about current levels of installment finance rates. But Katona worries, as will others, whether some consumers might decide to give up or postpone discretionary purchases.

But like almost all other economists polled by the committee, Katona doubts that the bill would permanently depress installment buying.

There has even been some opposite speculation—that the Douglas bill might have an inflationary effect. According to this theory, the disclosure bill would tend to drive down financing rates and thereby release or divert current purchasing power now going into finance charges to an increased demand for goods.

The American Bankers Assn., at its recent Chicago installment credit conference, opposed the provisions of the Douglas bill which relate to expressing the rate in terms of annual simple interest. And the president of a Chicago used-car financing firm—speaking on the same platform with Douglas—warned: "When you say 12%, it is a dirty word, yet that may be a fair and realistic cost for financing a used car."

## TORO springs into sales with "Early Clean-Up... Early Green-Up" promotion!



Special mats, display pieces and folders are ready now to back up Toro's national advertising campaign beginning now! And the big news is the big bag on the only rotary mower that actually vacuums the lawn clean of smothering winter litter—leaves it clean, free to turn green faster than ever before!

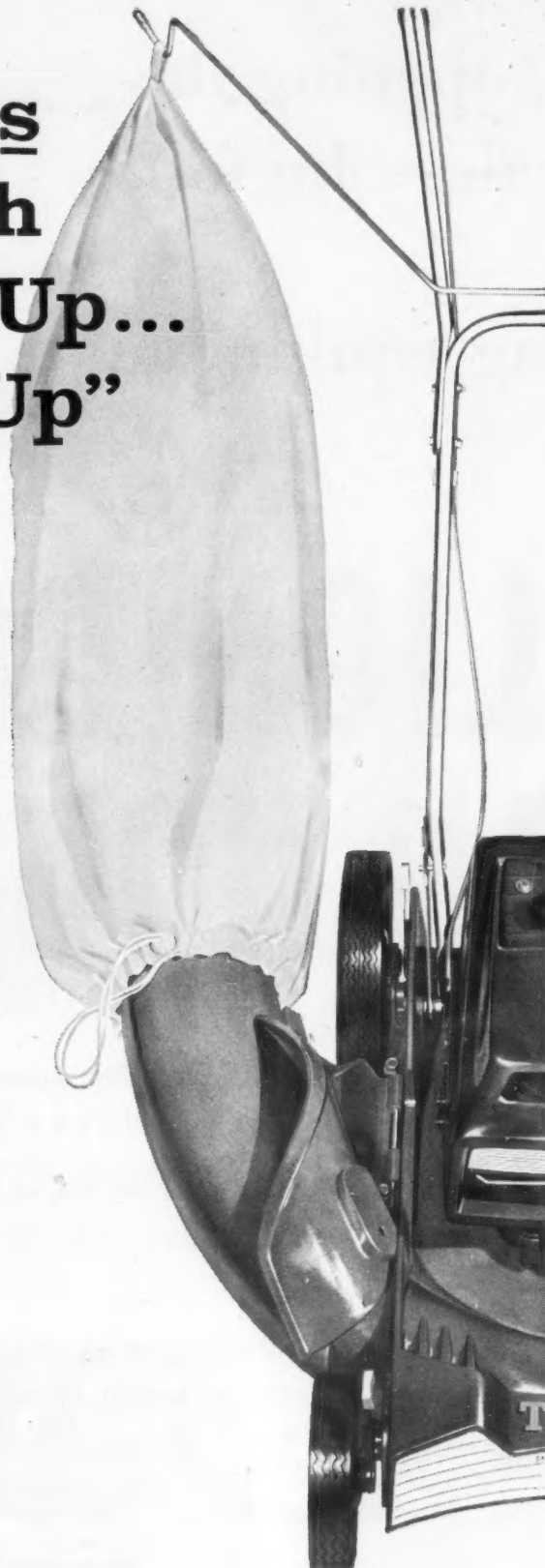
It's another Toro profit exclusive for Toro dealers. Only Toro dealers offer the Whirlwind\* mower with the full-circle "Wind Tunnel" design. Only Toro dealers offer this mower that picks up and bags clippings, leaves and lawn litter in a complete range of sizes and types, including: 19-inch and 21-inch push types, 21-inch self-propelled with fixed or lift-off engine (Power Handle\*), and a 25-inch rider, too.

Only Toro dealers will pocket the profits from the "Early Clean-Up . . . Early Green-Up Promotion." Your nearby Toro distributor has all the facts!

\*A registered trademark of Toro Mfg. Corp.

# TORO

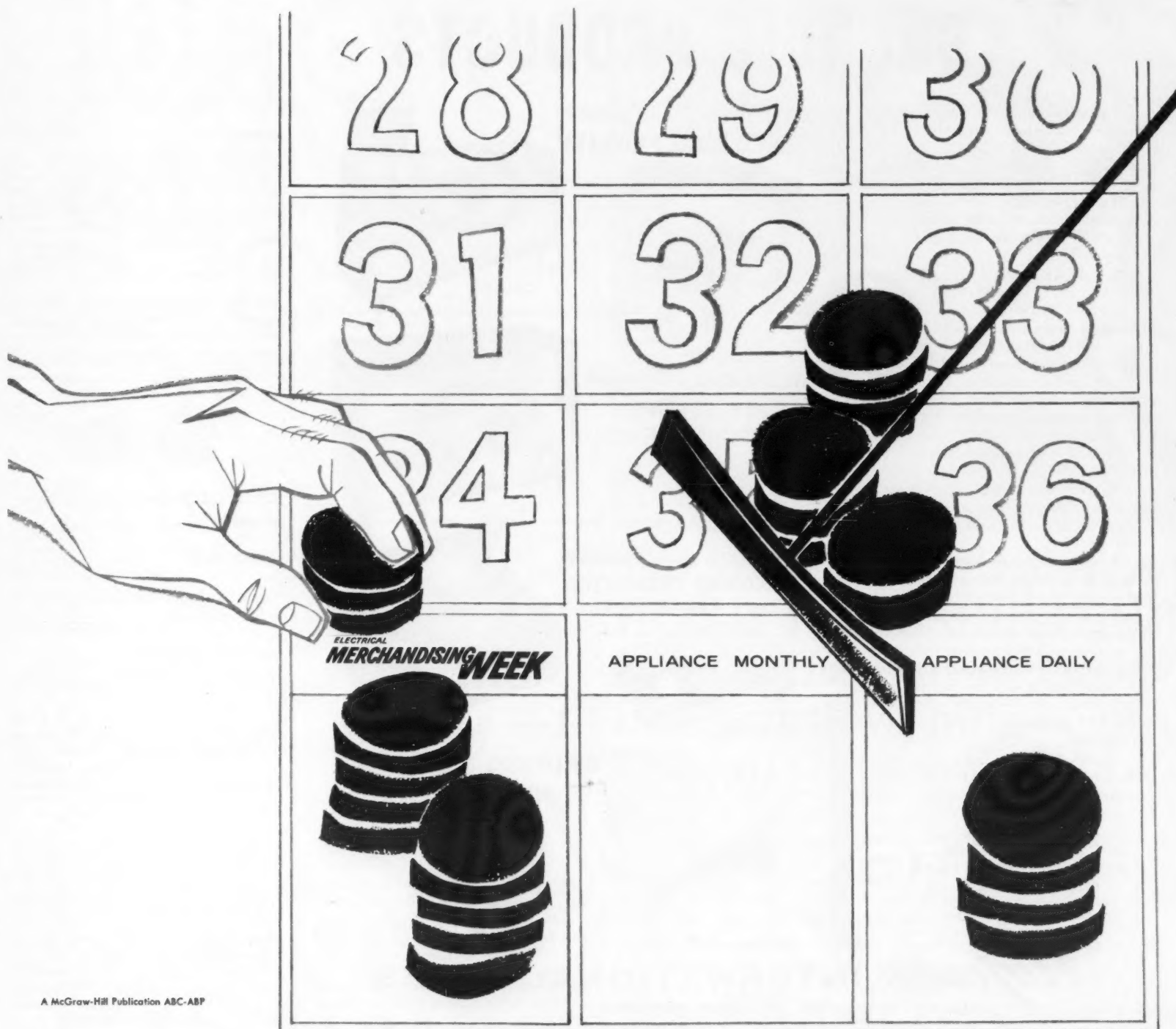
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They're betting 9.4% more on you. Advertisers in this fast-moving business know a good thing when they see one. And you (*plus 40,000 other EM Week readers*) are the bright spot in their sales forecasts. They're fussing over you, more and more every Monday, in the pages of your own EM Week. How much more? Matter of fact, 9.4% more in just the first nine 1960 issues of bright, new EM Week. 9.4% more advertising pages to woo and win you...and they're so right. You're the right group. No doubt about that. And now, more than ever, EM Week is the right way to reach you. Because (*as more and more people are realizing*) every Monday the Pros read

## **ELECTRICAL MERCHANDISING WEEK**



## FINANCIAL REPORTS

**Admiral Corp.**—Consolidated net sales for 1959, \$199,605,609, a 17% increase over 1958's sales of \$170,777,126; net income, \$4,108,450, or \$1.71 a share, compared with \$1,375,017, or 57 cents a share in 1958.

**Gamble-Skogmo, Inc.**—Net sales last year, \$143,123,142, compared with \$199,821,596; net earnings, \$6,209,905, or \$2.27 per common share, compared with \$4,395,446, or \$1.56 per share in 1958.

**Whirlpool Corp.**—Sales for 1959, \$430,496,504, a 6.4% increase over 1958's \$404,628,433; net income, \$20,481,597, or \$3.18 per share of common, compared with \$10,178,597, or \$1.52 a share in 1958.

**Republic-Transcon Industries, Inc.**—Sales for the company's operating division, manufacturer of gas and electric water heaters, about \$13 million, an increase of about 70% over 1958; net earnings, \$575,000, or about 34 cents a share, compared with \$83,702 in 1958.

**Zenith Radio Corp.**—Consolidated sales for 1959, \$260,033,866, a 33% increase over 1958's \$195,041,624; net profit \$16,630,144, or \$5.63 a share, a 37% increase over the \$12,116,165, or \$4.10 a share, earned in 1958.

**Cory Corp.**—Income before taxes for the six-month period ending Feb. 29, 1960, \$731,169, a 43% increase over the figure registered for the comparable six-month period in 1958.

## FINANCIAL NEWS

**Waste King Corp.** directors have declared a 2% dividend on common stock, payable April 30 to stockholders of record March 31, and a 26¼-cent dividend on the Series C cumulative convertible preferred stock, which is payable May 15 to stockholders of record March 31.

**Borg-Warner Corp.** plans to invest a record \$34 million in new facilities, machinery and equipment in the U. S. and foreign countries this year. The figure represents a 72.6% increase over the \$19.7 million spent in 1959. Among the eight divisions and subsidiaries undertaking expansion projects are Norge, York, Marbon Chemical, Ingersoll-Humphries and Calumet Steel.

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



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# MAJESTIC EXPANDS U.S.A. DISTRIBUTION OF GRUNDIG PRODUCTS

Recently completed contractual agreements between MAJESTIC INTERNATIONAL CORPORATION and GRUNDIG RADIO VERKAUFS, guarantee that vastly increased quantities of world-famous GRUNDIG-made electronic products have been "ear-marked" for export to the United States in 1960.

In July, 1959, Max Grundig and other top directors of his company visited this country to re-evaluate Grundig's marketing position here. They candidly expressed delight when they witnessed and heard of the unequalled trade and consumer acceptance of GRUNDIG-MAJESTIC products, developed in the short period of only six years. Their observations have resulted in contracts with MAJESTIC INTERNATIONAL embracing the largest dollar and unit purchases ever consummated with any of GRUNDIG's 128 world-wide distributors!

American consumers, for three consecutive years, have purchased more GRUNDIG-MAJESTIC high fidelity instruments than all other European brands combined—they are still maintaining that record today! In 1960, the GRUNDIG-MAJESTIC line and your profits will be bigger and better than ever—more models—more new products—more advertising support.

Now is the time for you to capitalize on GRUNDIG-MAJESTIC. Contact your distributor—or call, write or wire us direct—TODAY!

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REPS, DISTRIBUTORS

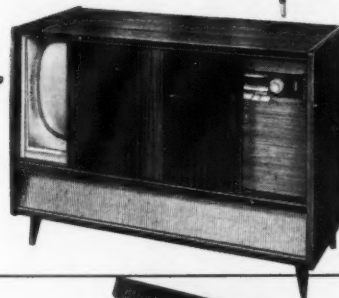
A few select territories are now open. Contact either Majestic Int. office to arrange interview.

GRUNDIG *Majestic*  
STEREO HIGH FIDELITY

Table Models



Consoles

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TV-STEREO  
COMBINATIONSGRUNDIG *Majestic*  
STEREO AND TRANSISTOR  
TAPE RECORDERSTransistor,  
Portable NikiTK-60  
Stereo Record  
and PlaybackFA-40  
TV CameraGRUNDIG *Majestic*  
INDUSTRIAL TV  
EQUIPMENTMiniature  
TV Camera

## Majestic INTERNATIONAL SALES

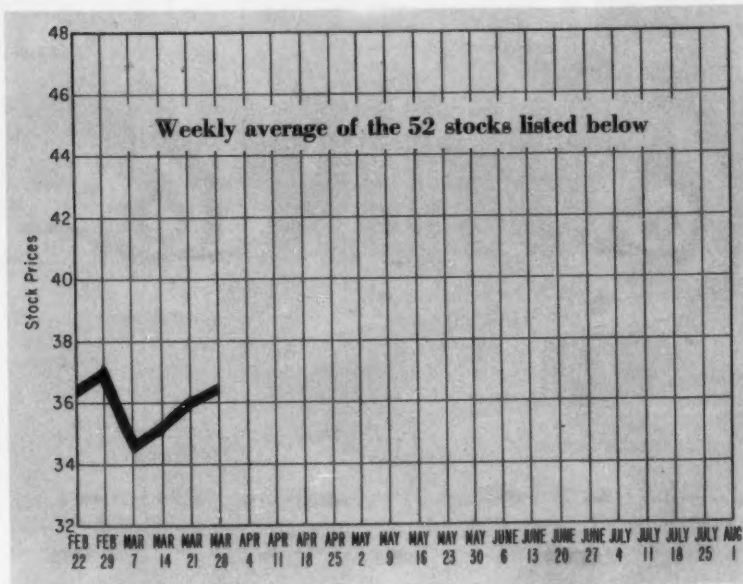
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## TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	1960 HIGH	1960 LOW	CLOSE MAR. 21	CLOSE MAR. 28	NET CHANGE
<b>NEW YORK EXCHANGE</b>					
Admiral	23 <sup>7</sup> / <sub>8</sub>	17	19 <sup>1</sup> / <sub>8</sub>	20	+ <sup>7</sup> / <sub>8</sub>
American Motors 1	28 <sup>7</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>2</sub>	25 <sup>7</sup> / <sub>8</sub>	+ 3 <sup>3</sup> / <sub>8</sub>
Arvin Ind. 1	27 <sup>1</sup> / <sub>2</sub>	21 <sup>7</sup> / <sub>8</sub>	23	22 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Borg Warner 2	48 <sup>1</sup> / <sub>2</sub>	39 <sup>3</sup> / <sub>4</sub>	40 <sup>1</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>4</sub>	+ <sup>5</sup> / <sub>8</sub>
Carrier 1.60	41 <sup>3</sup> / <sub>4</sub>	32 <sup>1</sup> / <sub>4</sub>	32 <sup>3</sup> / <sub>8</sub>	35 <sup>7</sup> / <sub>8</sub>	+ 3
CBS 1.40B	45	37	37 <sup>3</sup> / <sub>4</sub>	38 <sup>5</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
Chrysler 1	71 <sup>7</sup> / <sub>8</sub>	51 <sup>1</sup> / <sub>8</sub>	52 <sup>3</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>4</sub>	+ <sup>7</sup> / <sub>8</sub>
Decca Records IXD	25	17 <sup>3</sup> / <sub>8</sub>	24 <sup>5</sup> / <sub>8</sub>	24 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>2</sub>
Emerson Electric 1	39 <sup>3</sup> / <sub>4</sub>	33	36 <sup>1</sup> / <sub>4</sub>	37 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
Emerson Radio .50F	18 <sup>3</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>4</sub>
Fedders 1	20 <sup>3</sup> / <sub>8</sub>	16 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>4</sub>	18 <sup>7</sup> / <sub>8</sub>	+ <sup>5</sup> / <sub>8</sub>
General Dy. 2	53 <sup>3</sup> / <sub>8</sub>	44	44 <sup>1</sup> / <sub>2</sub>	44 <sup>1</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
General Elec. 2	99 <sup>7</sup> / <sub>8</sub>	84 <sup>5</sup> / <sub>8</sub>	87 <sup>1</sup> / <sub>2</sub>	89 <sup>1</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
General Motors 2	55 <sup>7</sup> / <sub>8</sub>	43 <sup>5</sup> / <sub>8</sub>	45 <sup>1</sup> / <sub>2</sub>	46	+ <sup>1</sup> / <sub>2</sub>
General Tele. 2.20	84 <sup>3</sup> / <sub>4</sub>	70 <sup>5</sup> / <sub>8</sub>	74 <sup>1</sup> / <sub>2</sub>	79	+ <sup>4</sup> / <sub>2</sub>
Hoffman Elec. .60	27 <sup>5</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>4</sub>	26	24 <sup>5</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Hupp CP. <sup>3</sup> / <sub>8</sub> F	13 <sup>1</sup> / <sub>4</sub>	9 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>8</sub>	11 <sup>5</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>4</sub>
Magnavox 1	39 <sup>3</sup> / <sub>8</sub>	31 <sup>3</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	37 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>2</sub>
Maytag 2A	44 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>4</sub>	38 <sup>1</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	- 2 <sup>1</sup> / <sub>2</sub>
McGraw-Edison 1.40	45 <sup>3</sup> / <sub>4</sub>	40	42 <sup>3</sup> / <sub>8</sub>	42	- <sup>3</sup> / <sub>8</sub>
Minn. Mining & Mfg. 1.60	186 <sup>3</sup> / <sub>4</sub>	161 <sup>1</sup> / <sub>4</sub>	178 <sup>1</sup> / <sub>4</sub>	177	- <sup>1</sup> / <sub>4</sub>
Montgomery Ward 2	55 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>4</sub>	46 <sup>1</sup> / <sub>2</sub>	46	- <sup>1</sup> / <sub>2</sub>
Monarch 1.20	19 <sup>7</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>	14 <sup>5</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>8</sub>
Motor Wheel 1	23 <sup>3</sup> / <sub>4</sub>	17 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	18	- <sup>1</sup> / <sub>2</sub>
Motorola 1.50XD	177	140	153 <sup>3</sup> / <sub>4</sub>	161 <sup>1</sup> / <sub>2</sub>	+ 7 <sup>3</sup> / <sub>4</sub>
Murray CP	28 <sup>1</sup> / <sub>2</sub>	24 <sup>3</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>2</sub>	25 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>
Philco <sup>1</sup> / <sub>4</sub> G	36 <sup>1</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>8</sub>	33 <sup>1</sup> / <sub>2</sub>	34 <sup>5</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
R.C.A. 1B	70	59 <sup>1</sup> / <sub>2</sub>	66 <sup>1</sup> / <sub>4</sub>	70 <sup>1</sup> / <sub>4</sub>	+ 4
Raytheon 2.37T	53 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>4</sub>	44 <sup>1</sup> / <sub>2</sub>	43	- <sup>1</sup> / <sub>2</sub>
Rheem .60	28 <sup>7</sup> / <sub>8</sub>	19 <sup>7</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>4</sub>	23 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>2</sub>
Ronson .60	12	10	10	10 <sup>1</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
Roper GD	21 <sup>1</sup> / <sub>2</sub>	15 <sup>7</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>2</sub>	17	+ <sup>1</sup> / <sub>2</sub>
Schick	16 <sup>3</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>8</sub>	14 <sup>5</sup> / <sub>8</sub>	12 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>4</sub>
Siegler Corp. .10E	37 <sup>1</sup> / <sub>2</sub>	29 <sup>1</sup> / <sub>4</sub>	37	36 <sup>3</sup> / <sub>8</sub>	- <sup>5</sup> / <sub>8</sub>
Smith A. O. 1.60A	53 <sup>3</sup> / <sub>8</sub>	38 <sup>3</sup> / <sub>4</sub>	41 <sup>1</sup> / <sub>2</sub>	43 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Sunbeam 1.40A	64 <sup>1</sup> / <sub>2</sub>	52 <sup>1</sup> / <sub>2</sub>	58 <sup>1</sup> / <sub>2</sub>	58	- <sup>1</sup> / <sub>2</sub>
Welbilt .10G	7 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>	6	5 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>
Westinghouse 1.20	57 <sup>1</sup> / <sub>4</sub>	45 <sup>1</sup> / <sub>2</sub>	49 <sup>3</sup> / <sub>4</sub>	50 <sup>3</sup> / <sub>4</sub>	+ 1
Whirlpool 1.40	34 <sup>3</sup> / <sub>8</sub>	27 <sup>1</sup> / <sub>2</sub>	29	29 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Zenith 1.60	116	89 <sup>1</sup> / <sub>8</sub>	100	104 <sup>1</sup> / <sub>2</sub>	+ 4 <sup>1</sup> / <sub>2</sub>
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .30G	9 <sup>1</sup> / <sub>4</sub>	6 <sup>3</sup> / <sub>4</sub>	8 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>	- 1
Century Elec. <sup>1</sup> / <sub>2</sub>	11 <sup>1</sup> / <sub>4</sub>	8 <sup>3</sup> / <sub>4</sub>	9	9	-
Du Mont Lab.	9 <sup>7</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	7 <sup>5</sup> / <sub>8</sub>	8 <sup>3</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>4</sub>
Herold Rad.	7 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>	5 <sup>3</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>4</sub>	-
Ironrite .20	8 <sup>7</sup> / <sub>8</sub>	6 <sup>7</sup> / <sub>8</sub>	7 <sup>3</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>4</sub>
Lamb. Ind.	6 <sup>7</sup> / <sub>8</sub>	4 <sup>5</sup> / <sub>8</sub>	5 <sup>7</sup> / <sub>8</sub>	6	+ <sup>1</sup> / <sub>8</sub>
Muntz TV	6 <sup>1</sup> / <sub>2</sub>	4 <sup>3</sup> / <sub>8</sub>	5 <sup>7</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>2</sub>
National Presto	13 <sup>1</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>8</sub>	12	12	-
Silex	10 <sup>1</sup> / <sub>8</sub>	2 <sup>7</sup> / <sub>8</sub>	8	8	-
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	4 <sup>7</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>	—
Trav-ler Radio	—	—	8	7 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Webcor	—	—	10 <sup>5</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>8</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** For the third straight week the 52 key stocks averaged on the plus side. The graph reading now stands at 36<sup>1</sup>/<sub>4</sub> which constitutes a gain of <sup>1</sup>/<sub>2</sub> pt. over the week. Electronics led the field. Motorola jumped 7<sup>3</sup>/<sub>4</sub>, Zenith recorded a 4<sup>1</sup>/<sub>2</sub> above last week, Philco showed an increase of 1<sup>1</sup>/<sub>8</sub>. General Tele.,

American Motors, Carrier, among others, showed strong gains. Maytag, in dropping 2<sup>1</sup>/<sub>2</sub> pts., showed the biggest decline, however most of the recorded losses were minimal. Some say spring's arrival heralded the resurgence period, others claim upswing is just the impact of a few well performing issues.

## sell the dishwasher with the big difference for Mother's Day



only Westinghouse Roll About needs no installation and heats its own water to 140° before dishwashing begins!

**HERE'S THE BIG DIFFERENCE.** Only Westinghouse Imperial Dishwashers have the built-in Hot Water Booster heater that guarantees 140° hot wash and final rinse water. And your customers know... the hotter the water the cleaner the dishes!

**HERE'S THE BIG WESTINGHOUSE MOTHER'S DAY CAMPAIGN** designed to put you in the dishwasher business in a big way, with a complete step-up line of Roll About Dishwashers • National Advertising Support: Westinghouse Desilu Playhouse network TV, Saturday Evening Post, American Weekly • Local Key City and Co-op Support • Retail Salesmen's Home Ownership Program • Sales-closing Washing Action Display.

**HERE'S YOUR BIG OPPORTUNITY.** Contact your Westinghouse Distributor today. Make sure you're set to tie in and cash in on this profit-making program.

Another Reason Why

**THE BIG**

**SWING IS TO WESTINGHOUSE**

for quality  
for features  
for values

Westinghouse Electric Corp., Major Appliance Division, Columbus, Ohio

# TURN 'DOGS' INTO PROFIT!



Forced to allow high trade-ins — then to take a loss or junk used refrigerators? Here's a reconditioning program recommended by leading refrigerator manufacturers that makes used units so attractive with steam cleaning that with proper merchandizing they move fast — turn losses into profit!

APPROVED BY REFRIGERATOR MFRS.

## CENTURY STEAM CLEANER

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize inside and out. Clean condenser and buff the finish for painting. All in a matter of minutes with your Century steam cleaner!

Complete with steam gun, hose, rubber tires — ready to go!

### GUARANTEED not for a year, but for LIFE!

**FAST** — develops 80-100 lbs. of steam in 90 seconds!

**GIL FIRED** — full day's operation with one filling. Gas model available.

**ABSOLUTELY SAFE** — Safety pop-off valve, visible steam gauge.

**FULLY AUTOMATIC** — Just push the start button!

**PRACTICALLY SERVICE FREE**

**REFRIGERATOR JOBBERS** — Get our profit story!

**However — SPECIAL DEAL TO REFRIGERATOR DEALERS**

Write for Special Price to Legitimate Dealers

**ELECTRONICS, INC.**  
2000 EAST CHERRY VERMILLION, S. DAK.

I WAS READY TO JUNK THIS REFRIGERATOR FOR \$10 But with a dollar's worth of material and a half-hour's work with my Century, I was able to sell it fast for \$75!"

Keith Peider, Mgr. Robinson Hardware Sioux Falls, S. D.

# YOU ASKED FOR IT



76 Kitchen "Packages"—All In One Manual—For Easier, One-Stop Sales

Here's the newest, most profitable way to sell a complete kitchen. Whatever your customer wants... find it, show it, sell it, right from Youngstown Kitchens new Package Kitchen Manual. Wide selection. No costly planning. Every one of the 76 package kitchens can be sold at "package" price! This means important savings for your customer, more actual dollars for you. Ask your Distributor about our Qualified Dealer requirements, or write Youngstown Kitchens, Warren, Ohio, because...

You get what you asked for when you become a

**YOUNGSTOWN KITCHENS QUALIFIED DEALER**

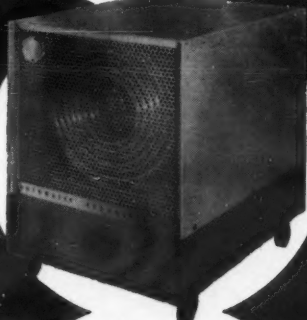


**AMERICAN Standard**

Why Not Sell the Best?

## Comfort-Aire ELECTRIC DEHUMIDIFIERS

Deluxe Automatic Model DHA-25. Below.



An outstanding air dryer. Removes up to 3 gallons of moisture from air every day.

Look at these sales features:

**AUTOMATIC DEHUMIDIFICATION** — Model DHA-25 has integrally built-in and wired MH HA4SE humidistat with double nylon sensing element. **BIG 1 1/2 H.P. SYSTEM** — Tecumseh compressor. Greater capacity and better air flow, use in up to 14,000 cu. ft. areas. **BUCKET CAPACITY** — 8 1/2 qts. Made of Styrene Plastic. **OVERALL DIMENSIONS** — 17" x 12" x 17" long.

**HEAT CONTROLLER, INC.**  
1900 Wellworth Ave.,  
Jackson, Michigan

## A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	135	127	109	23.8% up* (Dec. 1959 vs. Dec. 1958)
<b>RETAIL SALES</b> total (\$ billions)	18.1	17.4	17.4	4.0% up (Jan. 1960 vs. Jan. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	341	333	331	3.0% up (Jan. 1960 vs. Jan. 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	289	295	288	0.3% up (Jan. 1960 vs. Jan. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	32	31	25	28.0% more (Feb. 1960 vs. Feb. 1959)
<b>HOUSING STARTS</b> (thousands)	76.6	75.9	94.5	18.9% less (Feb. 1960 vs. Feb. 1959)
<b>AUTO OUTPUT</b> (thousands)	137.2**	145.9**	121.8**	12.6% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	19.0 +	18.9 +	17.8 +	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	340.6 +	335.1 +	322.9 +	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	23.6 +	21.9 +	27.7 +	0.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
<b>LIVING COSTS</b> index (1947-49 = 100)	125.4	125.5	123.8	1.2% up (Jan. 1960 vs. Jan. 1959)
<b>EMPLOYMENT</b> (thousands)	64,520	64,020	62,722	2.8% up (Feb. 1960 vs. Feb. 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960.

\*\*Figures are for the week ending March 26, 1960 and preceding week (revised).

+Figures are for quarters.

+Federal Reserve Bulletin figures (revised).

## A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 18 key products. New figures this week are shown in bold-face type.

		1960 (Units)	1959 (Units)	% Change
<b>ROOM AIR CONDITIONERS</b>	Jan.	67,200	N.A.	—
<b>DISHWASHERS</b>	Jan.	37,200	35,800	+ 3.91
<b>DRYERS, Clothes, Electric</b>	Feb.	69,898	69,422	+ .69
	2 Mos.	144,075	148,015	- 2.65
Gas	Feb.	38,469	36,852	+ 4.39
	2 Mos.	75,895	76,479	- .76
<b>FOOD WASTE DISPOSERS</b>	Jan.	51,800	48,500	+ 6.80
<b>FREEZERS</b>	Jan.	53,200	78,800	-32.49
<b>INCINERATORS, Gas</b>	Feb.	4,600	2,900	+58.62
	2 Mos.	7,900	5,800	+36.21
<b>PHONOGRAPHS, Monaural</b>	Jan.	118,400	184,147	-35.70
Stereo	Jan.	341,329	177,336	+92.48
<b>RADIOS, Home-Portable-Clock</b>	Week Mar. 18	217,641	168,247	+29.36
(production)	11 Weeks	2,181,015	1,911,610	+14.09
<b>RADIOS, Automobile (production)</b>	Week Mar. 18	132,255	100,804	+31.20
	11 Weeks	1,632,202	1,162,317	+40.43
<b>TELEVISION (production)</b>	Week Mar. 18	106,733	94,648	+12.77
	11 Weeks	1,343,551	1,183,613	+13.51
<b>REFRIGERATORS</b>	Jan.	266,700	256,200	+ 4.10
<b>RANGES, Electric—Standard</b>	Jan.	67,400	79,200	-14.90
Built-in	Jan.	46,100	41,600	+10.82
<b>RANGES, Gas—Standard</b>	Feb.	136,400	133,000	+ 2.56
	2 Mos.	247,300	262,400	- 5.76
Built-in	Feb.	22,600	19,400	+16.49
	2 Mos.	45,200	38,700	+16.80
<b>VACUUM CLEANERS</b>	Feb.	294,483	271,396	+ 8.51
	2 Mos.	552,813	513,912	+ 7.57
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Feb.	222,463	228,955	- 2.84
	2 Mos.	425,406	452,848	- 6.06
Wringer & Spinner	Feb.	61,177	68,871	-11.17
	2 Mos.	112,799	133,469	-15.49
<b>WASHER-DRYER COMBINATIONS</b>	Feb.	16,381	20,586	-20.43
	2 Mos.	30,345	37,508	-19.10
<b>WATER HEATERS, Electric (Storage)</b>	Jan.	48,700	62,700	-22.33
<b>WATER HEATERS, Gas (Storage)</b>	Feb.	213,800	259,700	-17.67
	2 Mos.	429,300	525,900	-18.37

N. A. Not Available

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



# HOTPOINT SPRING SPECTACULAR!



Washer Model LW035

Dryer Model LB035

Spring into extra laundry  
sales with the big Hotpoint

## SPRING OPENING SALE!

- POWERFUL NEWSPAPER ADS
- COLORFUL DISPLAY PACKAGE
- TRAFFIC-BUILDING PLANT STARTER KIT
- NO-IRON SHEET PREMIUM

Hotpoint Dealers' profit opportunities are greater than ever before... If you're not a Hotpoint Dealer, you should be!

### New Hotpoint Laundry Pair featured to make your spring sales grow!

The new Hotpoint SPRING SPECTACULAR Pair is just the Spring tonic you need to spruce up your laundry sales. This great new twosome is designed and built to make your cash register bloom with green-backs: deluxe styling and features, backed by a complete Spring Opening Sale! Check the Hotpoint SPRING SPECTACULAR feature package, then contact your Hotpoint distributor for information on his red-hot Spring Opening promotion today!

#### Model LW035 Automatic Washer:

- Multiple Pushbutton Wash Temperature Selection with Automatic Rinse Temperature control
- Triple Timed-Cycle Control for all wash and soil conditions
- True All-Porcelain finish inside and out protects against rust
- Water-Saving Partial Load Control
- Full-Time Underwater Lint Filter
- Dual Automatic Detergent and Dry-Bleach dispenser
- Big 10-pound tub capacity
- 5-Year written parts replacement warranty on entire transmission

#### Model LB035 Automatic Dryer:

- Multiple Pushbutton Heat Control
- Triple Heat Selection — high, low and fluff
- Full Dry-Time Selection — less than 20 minutes for nylons, 40 minutes for cottons, up to 1 hour or more for heavy shag rugs
- Big 20-pound (damp-dry) drum capacity
- Handle-Free, Toe Touch Door Opener
- True Porcelain protection on Top, Drum and entire inner chassis
- Sealed Sheath-type Calrod® Heating Units
- Pushbutton Safety-Start Switch



# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

The Big Mower-Season Is Here

# ORDER NOW! SENSATIONAL NO-RISK OFFER! YOU MUST MAKE MONEY! LOBER GUARANTEES YOUR SALES!

**BIG TICKET! BIG VOLUME! BIG PROFITS!**

## NOW! LOBER POWER MOWERS

**With Impulse Starters!**



**WE GUARANTEE  
IMMEDIATE  
DELIVERY!**

No Guesswork With  
LOBER Power Mowers  
**LOBER GUARANTEES  
YOUR SALES!  
RISK OF LOSS IS ELIMINATED!**

© GOES

### SPECIAL ENGINE EXCHANGE®

Mr. Buyer, Now You Can Assure Your Customers  
complete satisfaction at no loss to you!  
Every Lober mower transaction  
must be profitable to you!  
Inquire NOW for Complete Details  
On This Revolutionary Engine Exchange

**Quality Mowers,  
Union Made**

**NEW**

### Super DeLuxe 1960 POWER MOWER

With Exclusive Impulse Starter

- Big 25-Inch (Swath Cut) 3 HP
- Big 22-Inch (Swath Cut) 3 HP

- No Chance of Loss!
- No Guessing About Volume!
- WE GUARANTEE YOUR SALES!
- No Problems with Complaints!
- You Get Top Quality Power Mowers That You Would Pay Double For Elsewhere—at Lober's Unbeatable Low Prices . . . and
- WE GUARANTEE YOUR CUSTOMERS' SATISFACTION!
- NO WAIT FOR DELIVERIES!

**ORDER NOW** . . . Start Making Big Money Right Away! Remember Only Lober Gives You Guaranteed Sales and Guaranteed Customer Satisfaction! No Other Manufacturer Can Make This Statement!

**ONLY NEW 1960 LOBER POWER MOWERS  
GIVE YOU ALL THESE DELUXE FEATURES  
AT LOW PROMOTIONAL PRICES!**



Four adjustable  
cutting heights



Reinforced corners  
guarantee added  
rigidity and strength



New Silent Muffler  
cuts down irritating  
noise



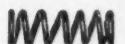
Start and Stop Gas  
Throttle Control on  
Chrome Plated  
Handle!



Firestone Semi-Pneumatic  
Tires. Giant 8" hermeti-  
cally-sealed double ball  
bearing steel wheels

**BRIGGS & STRATTON  
OR CLINTON  
WITH DELUXE  
IMPULSE STARTER**

New Briggs & Stratton  
or Clinton Powerful  
Premium Engines



Exclusive compression  
springs on each axle  
keep wheels in  
permanent alignment

### MAIL COUPON NOW!

M. LOBER & ASSOCIATES E-4-4  
7 Central Park West, N. Y. C. 23

Gentlemen: YES! I want to order my power mowers, on your  
guaranteed sales basis. Rush me full details immediately!

Name .....

Firm .....

Address .....

Telephone Number .....

City ..... Zone ..... State .....

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**G. W. DAVIS** Manufacturers Since 1902

**You've Got To Give The Best Quality To Be  
The Biggest Power Mower Manufacturer!**

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Shipping Point: Richmond, Ind.  
Shipments made within 5 days  
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